

# ELECTRA CONSUMER PRODUCTS (1970) LTD

Registrar number: 520039967

To: Israel Securities Authority ([www.isa.gov.il](http://www.isa.gov.il))  
To: Tel Aviv Stock Exchange Ltd ([www.tase.co.il](http://www.tase.co.il))  
Form No.: T053 (Public)  
Transmitted via MAGNA: 18/11/2025  
Reference: 2025-01-088493

## Immediate report on an event or matter deviating from the corporation's regular course of business

Regulation 36 to the Securities Regulations (Periodic and Immediate Reports), 1970

**Note:** Results of an issuance must be reported on Form T20 and not this form.

**Note:** A report on BONDS rating or corporation rating must be submitted via Form T125.

Report on:

☐ Delayed report submission

### Nature of the Event:

Agreement for the distribution of Samsung Electronics Co, Ltd products

1.

The company is pleased to announce that a subsidiary of the company has entered into a non-exclusive agreement with Samsung Electronics Co, Ltd ("Samsung") for the distribution of Samsung's air conditioning solutions in Israel – Samsung AC products. The distribution agreement includes standard provisions such as minimum sales turnover targets, product returns, etc.

According to the company's assessment, based on the sales targets and the business plan, this agreement is likely to increase the company's sales turnover in the relevant business sector by tens of millions of NIS in the coming year.

The company will distribute Samsung's products in parallel to the distribution and marketing of other air conditioning systems, and according to the company's assessment, this move is expected to strengthen its position in the field. The company's estimates regarding the expected increase in the company’s sales turnover in the business sector, as a result of the distribution agreement, are forward-looking information as defined in the Securities Law, 1968. These estimates are based, among other things, on the company’s assessment considering the targets set in the agreement, the company's business plan, the current demand for such products, and the environment in which the company operates. Actual results may be influenced by factors not under the company's control, including risk factors associated with its activity. Thus, there is no certainty that the above will indeed materialize and actual results may vary materially from these assessments.

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2.

**Date and time on which the corporation first became aware of the event or matter:** 17/11/2025 at 20:00

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3.

**If the report was delayed - the reason for the delay:**

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4.

**On date:** \_\_\_\_\_ **at:** \_\_\_\_\_ the impediment to reporting was removed.

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5.

[ ] The company is a shell corporation as defined in TASE’s bylaws.

## Details of authorized signatories on behalf of the corporation:

Signatory Name	Role
Daniel Zalkind	Chairman of the Board
Zvika Schwimmer	CEO

**Explanation:** According to Regulation 5 of the Securities Regulations (Periodic and Immediate Reports), 1970 – a report submitted under these regulations shall be signed by those authorized to sign for the corporation. Staff position on this subject is available on the ISA website: [Click here](#)

**Previous document references on the subject (mention does not constitute incorporation by reference):** None

Securities of the corporation are listed for trading on the Tel Aviv Stock Exchange

**Short name:** ELECTRA CONSUMER

**Address:** 1 Yosef Sapir St., Rishon Lezion 7570460

**Phone:** 03-9530920

**Fax:** 03-9612664

**Email:** [corpsecretary@ecp.co.il](mailto:corpsecretary@ecp.co.il)

**Company website:** [www.electra-consumer.co.il](http://www.electra-consumer.co.il)

**Previous names of the reporting entity:** Elco Real Estate Ltd, Electra Consumer Products Ltd, Electra Industries 1970 Ltd

**Name of electronic filer:** Meirav Keinan Wagner

**Role:** External Legal Advisor

**Employer:** Goldfarb Seligman & Co., Attorneys-at-Law

**Address:** 98 Yigal Alon St., Tel Aviv 6789141  
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**Form structure last updated:** 06/08/2024