



ISRAEL CANADA

Hotels

Legal Clarification

It is emphasized that the data set forth in this presentation (Slides 3, 16–23, 26, 27), including the Company's assessments regarding the estimated equity of the Merged Company, assessments regarding rooms expected in future projects including the maturation of negotiations for engagements for the purchase and/or lease and/or management of hotels in Israel and/or in Greece, and including the expected planning in the various projects, project renderings, and EBITDA data for a representative year, revenues for a representative year, as well as all assumptions included in this presentation regarding the Company's intentions with respect to the relevant projects, constitute forward-looking information, as defined in the Securities Law, 5728–1968 (5778–1998), the realization of which is uncertain and not solely under the control of the Company and/or entities under its control, and is based, inter alia, on the Company's experience. These assessments may not materialize, in whole or in part, or may materialize differently, including materially differently, than expected, inter alia, and without derogating from the generality of the foregoing, with respect to the estimated equity of the Merged Company, the maturation of negotiations into binding agreements, and the completion of the required planning procedures and the execution of the investment required for establishing the relevant hotels, resulting from sub-optimal assumptions and analyses, developments that cannot be anticipated regarding deterioration in economic or financial conditions in Israel and/or worldwide, and/or developments that cannot be fully foreseen in connection with the intensification of warfare in the southern arena and/or the renewal of warfare in additional arenas, which may affect the Company's assessments with respect to EBITDA for a representative year and/or the realization of all or part of the risk factors detailed in Section 9.22 of the Company's Prospectus, which was attached to the meeting convening report of DNA Group (T.R) Ltd and published on September 30, 2025 (Reference No.: 2025-01-073475), which is included in this Report by way of reference. Therefore, there is no certainty that the foregoing will materialize, and even if it does, there is no certainty that it will not change, including materially.

It is noted that Slides 3, 16–17, and 26 include new information published by the Company for the first time in this presentation, including the number of hotels and the number of rooms.

The purpose of this presentation is to present Israel Canada Hotels Ltd. (hereinafter: the "Canada Hotels") and its operations and financial results. It does not constitute an offer to purchase or sell the Company's securities or an invitation for the submission of such offers and is intended for informational purposes only. Some of the data in this presentation are based on data appearing in the Company's reports, however they are presented in a manner different from the manner in which they were presented in the Company's reports. In any case of discrepancy or inconsistency between the information presented in this presentation in a concise and general manner and detailed information appearing in the Company's periodic reports and/or interim reports, the information in such reports shall prevail.

The information presented in this presentation is for convenience only and does not constitute a basis for investment decisions, does not replace independent data collection and analysis, does not constitute a recommendation or opinion, and does not replace the independent judgment of any investor. This presentation and the information contained herein are not intended to replace the need to review the reports published by the Company to the public, including the Company's periodic report for 2024 (published on March 25, 2025), the Company's quarterly reports, as well as the Prospectus of Canada Hotels as published in the reports of DNA Group (T.R) Ltd, into which Canada Hotels merged in a transaction completed on November 10, 2025 (the "Merged Company").

At a Glance

Israel Canada Hotels, an innovative and groundbreaking group

2019
Year of
Establishment

36
Hotels
**In Israel and
Globally**

Approx.
4,000
Rooms

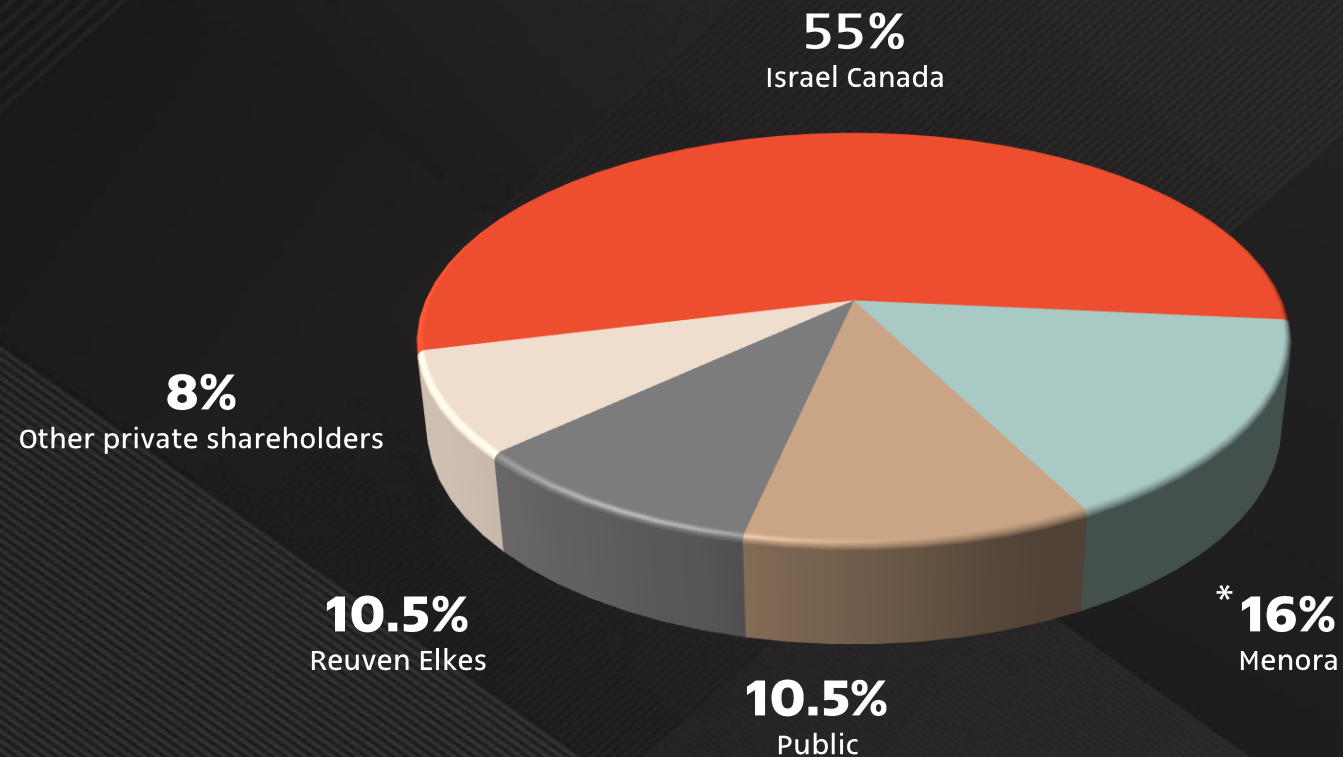
Approx. *
NIS 420
million
Estimated equity

The information is presented in this presentation for the first time.

Estimated equity after completion of the Merger in the Merged Company, based on the equity of each of DNA Group (T.R) Ltd. and Canada Hotels as of June 30, 2025, and disregarding the business results of each of the companies from July 1, 2025 onward.

Shareholders

Fully diluted



Company Management



Reuven Elkes

Director & CEO
Israel Canada Hotels

Barak Rosen

CEO & Director
Israel Canada

Chairman
Israel Canada Hotels



Elad Krimolovsky

CFO

18 years of experience in the hotel industry in the field of finance & business development, and served as VP at Alrov



Chen Shushan

VP
Business Development

Attorney at Goldfarb Seligman, extensive experience in real estate, mergers and acquisitions



Dudu Zucker

VP
Operations
Israel

Over 28 years of experience in the hotel industry across a broad range of roles



SPIROS IOANNOU

CEO
Hotels
Europe

Over 30 years of international hotel experience at leading chains such as Marriot, Accor Hilton, and Wyndham



Michal Hayon

VP
Procurement & Development
Israel

Extensive experience in setting up, managing and leading hotel projects



Shani Azulay

CEO
Hotels
Israel

Over 27 years of experience in the hotel industry and served as CEO of the Isrotel chain



Anat Aharon

Deputy CEO
and Global VP
of Marketing
& Sales

Formerly VP of Marketing and Sales at Fattal Hotels

Mission Statement

At Israel Canada Hotels, we are committed to redefining the contemporary and exceptional hospitality experience, one that blends innovative design, personalized service, and a deep connection to the spirit of each location.



We strive to create unique and inspiring destinations that blend comfort, aesthetics, and human connection, while setting new standards of excellence in Israel and beyond.

Strategic Advantages



Groundbreaking Group

Israel Canada Hotels is a subsidiary of Israel Canada (T.R.) Ltd., a public company traded on the TA-125 Index, led by Barak Rosen and Asaf Touchmair.



Extensive Managerial Experience

Experienced senior management team with deep knowledge and many years of expertise. The Company operates on a stable, responsible, and advanced operational infrastructure, with a proven track record of success in managing, developing, and leading hospitality projects.



Strong Infrastructure in Israel and Abroad

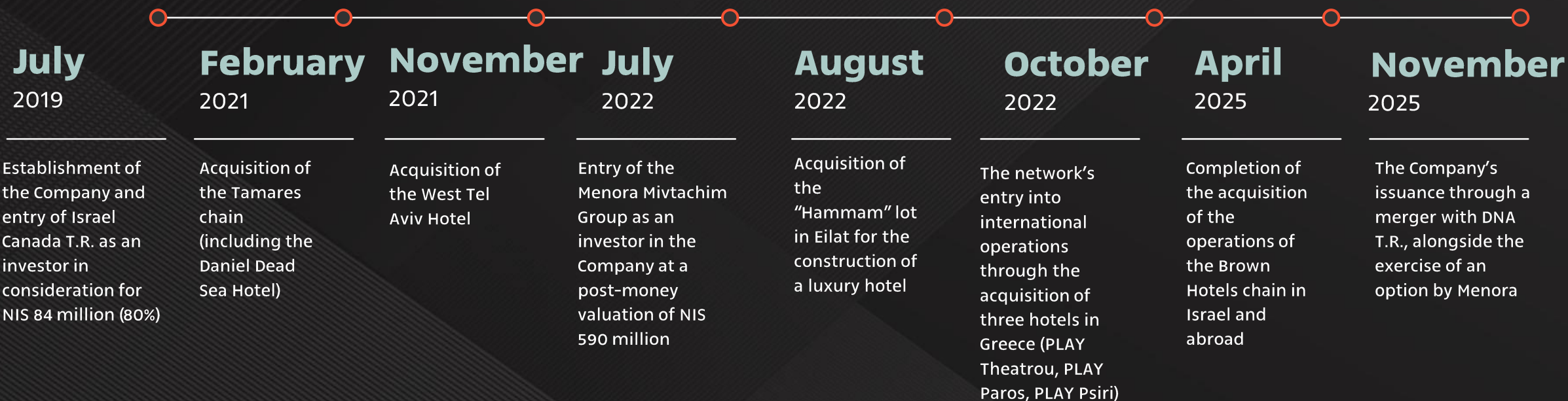
A solid managerial and operational foundation, experienced teams, and precise processes — enabling us to grow quickly, expand with confidence, and maintain excellence at every stage.



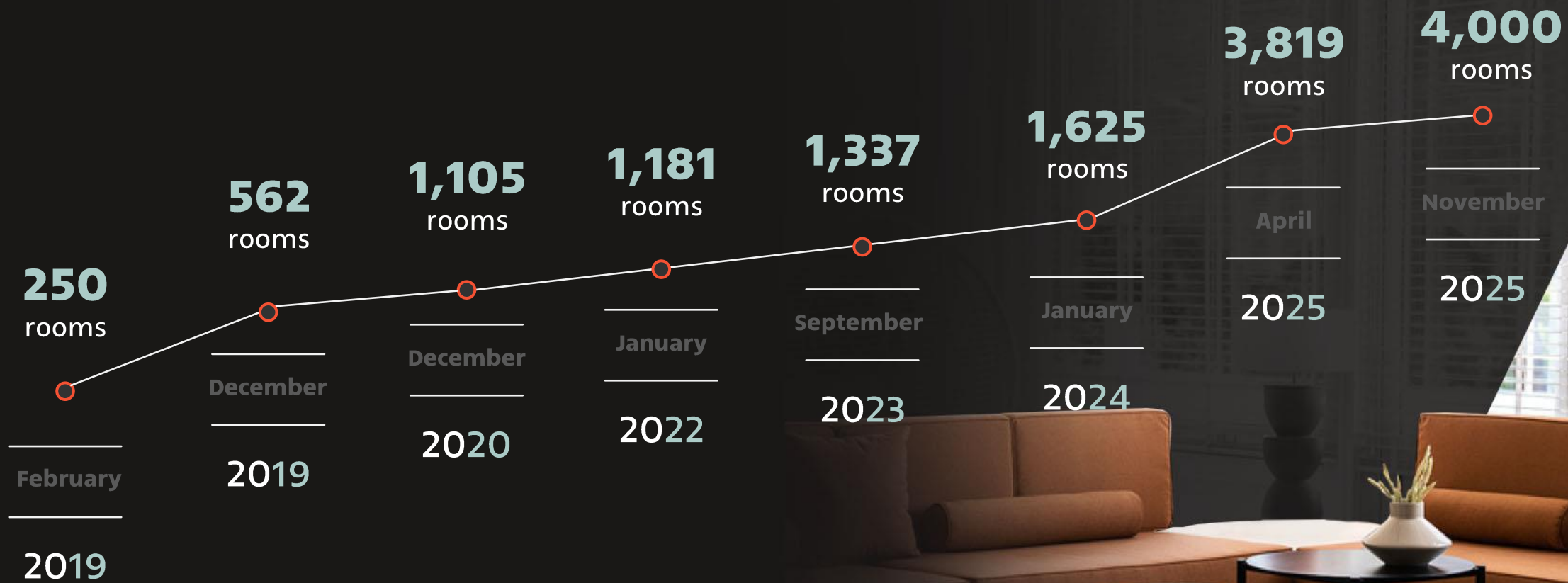
International Growth

The Group is in a strong growth phase, with ownership and management of 36 hotels and approximately 4,000 rooms in key destinations in Israel, Greece, Cyprus, and Croatia, along with additional projects in development that are expected to expand in the coming years.

Material Transactions



Growth and development



Locations of Hotels



Croatia

1 Trogir

5 Athens

1 Paros

1 Corinthia

2 Evia Island



Greece



1 Paphos

Cyprus



Israel

North 5

Tel Aviv 10

Jerusalem 5




















South 5

Assets in Israel | No. Rooms North to South

4 Owned Assets


-  **Gonen Holiday Village**
• 63
-  **PLAY Hatzuk**
• 65
-  **Dead Sea**
• 302
-  **Hamam**
• 300 rooms planned


22 Assets Under Operation & Management

-  **Gonen Holiday Village**
• 20
-  **Vered Hagalil**
• 30
-  **Galei Kinneret**
• 123
-  **Lakehouse**
• 250
-  **Club Hotel Tiberias**
• 307 (closed for renovations)
-  **PLAY Midtown**
Owned by parent company
• 115
-  **PLAY Levontin**
• 34
-  **Play Seaport**
• 77
-  **Brown Beach House**
• 53
-  **Brown Villa TLV**
• 29
-  **Brown Lighthouse**
• 80 (closed for renovations)
-  **Brown BoBo**
• 200
-  **Deborah Hotel (50%)**
• 88
-  **Brown Brut**
• 182 (closed for renovations)
-  **Brown Jerusalem**
• 288
-  **Brown Mamilla JLM**
• 46
-  **Brown Villa Moshava**
• 24
-  **Brown Villa Jerusalem**
• 25
-  **Brown Machne Yehuda**
• 115
-  **West Ashdod**
• 113
-  **PLAY Eilat**
• 73
-  **Isla Brown Eilat**
• 155
-  **42 Eilat Resort Complex**
• 156

Assets abroad | No. rooms


3 Owned
Assets


 Athens | PLAY Psyri
• 7


 PLAY Theatrou | Athens
• 50

 PLAY Paros | Paros
• 43

8 Assets Under
Operation &
Management

 Athens | Brown Acropol
• 165


 Athens | Brown Villa Ermou
• 16

 Chalkida | Brown Beach
• 119

 Paphos Hills | Cyprus
• 87

 Croatia | Brown Beach House
• 66

 EVIA ISLAND | Brown Beach
• 179

 ISLA BROWN | Corinthia
• 166

 Athens | Museum
• 93

BROWN*Hotels*

In April 2025, Israel Canada Hotels acquired the operations of the Brown Hotels chain, including the brand and its loyalty club — a major strategic milestone in the Company's growth. The acquisition strengthens the Group's presence in hospitality, boutique, and lifestyle, and expands its portfolio with distinctive, design-driven properties in Israel and Europe. This move underscores the Company's commitment to innovation, quality, and delivering an exceptional hospitality experience.

Acquired Activity

NIS **131**
million

Greece

7

hotels

938

rooms

Israel

10

hotels

986

rooms

Dead Sea | Value Creation Example

Enjoy

100% Profitability Increase

2020

Acquired by the Company
Approx. NIS 140 million,
with approx. NIS 12
million invested

Revenue increase

Post acquisition, the Company
began management, control,
and operating-expense
savings measures, as well as
marketing activities

NIS 12-13 million

annual operating profit before acquisition



Over NIS 25 million

Operating profit in recent years

Last appraisal – NIS 320 million

Projects Under Development and Significant Progress

Forward looking information

Galilion

Negotiations for the purchase of 50% of the shares of the Hotel and the Hotel's management

120*
rooms

Upper
Galilee

Transaction
price**

Approx.
NIS 65
million



Kfar Giladi

Negotiations for the purchase of 50% of the shares of the Hotel and the Hotel's management

158*
rooms

Kfar
Giladi
Kibbutz

Transaction
price**

**Approx.
NIS 78
million**



Midtown Eilat*

Hotel with approx. 300 rooms plus approx. 8,000 sqm of commercial space on Company-owned land.

Approx.
300
rooms

Eilat



Rendering for illustration only

* The Hammam Complex

Hotel on Evia Island

Negotiations for the purchase of a 5-star resort on Evia Island

109

rooms

Evia
Island,
Greece

Transaction
price

EUR 6
million

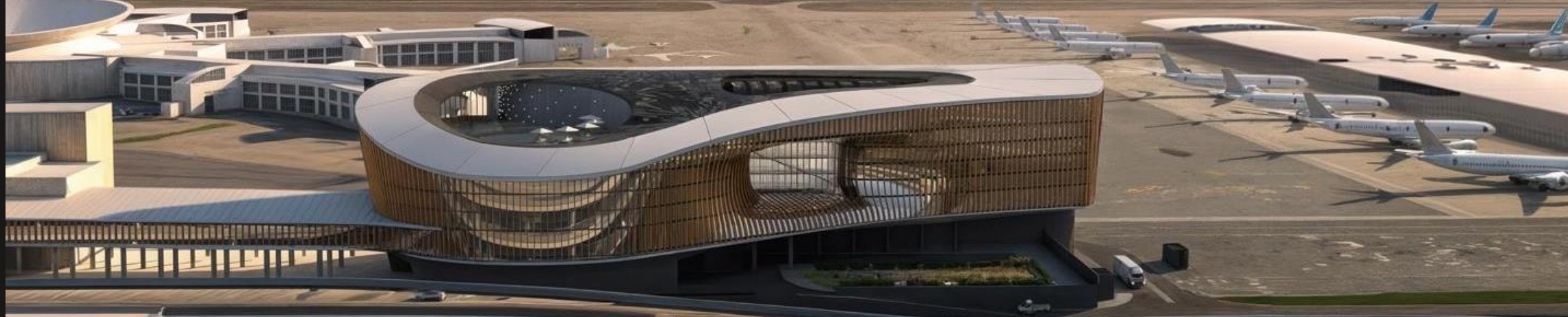


Rendering for illustration purposes only.

Ben Gurion Airport Hotel

Creation of a luxury hotel in Ben Gurion Airport alongside Terminal 3

Approx.
250
rooms



Ben
Gurion
Airport

Rendering for illustration only.

Vered Hagalil

Luxury hotel to be built alongside a glamping complex

80
suites

Vered
Hagalil



Rendering for illustration only.

Club Hotel Tiberias

Extensive renovation and relaunch of the Club Hotel Tiberias

307
suites



Tiberias



Management of a vacation-apartment complex in Eilat, alongside the luxury hotel Isla Brown 42 operated by the network

42 Eilat Resort Complex

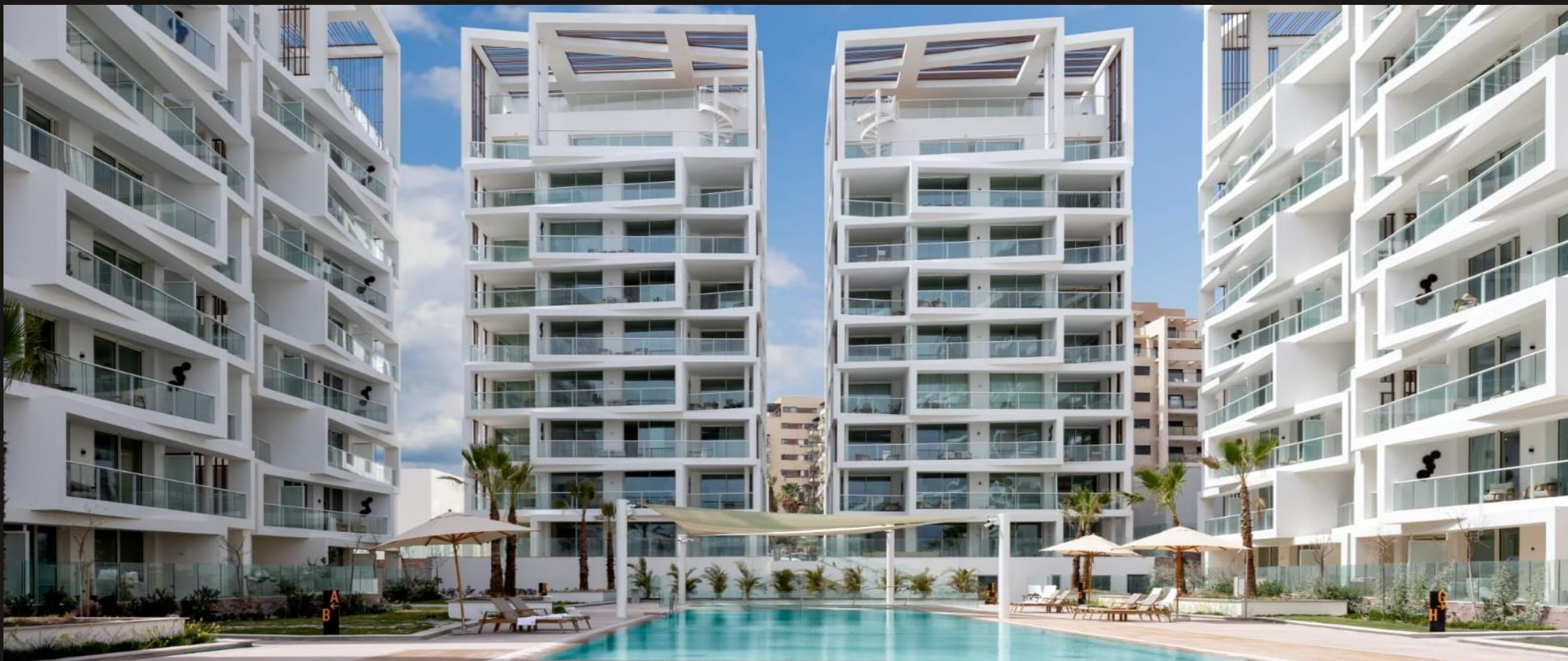
Management of a vacation-apartment complex in Eilat, alongside the luxury hotel Isla Brown 42 operated by the group.

Approx.

160
rooms*

Eilat

Transaction
price
NIS 1.5
million



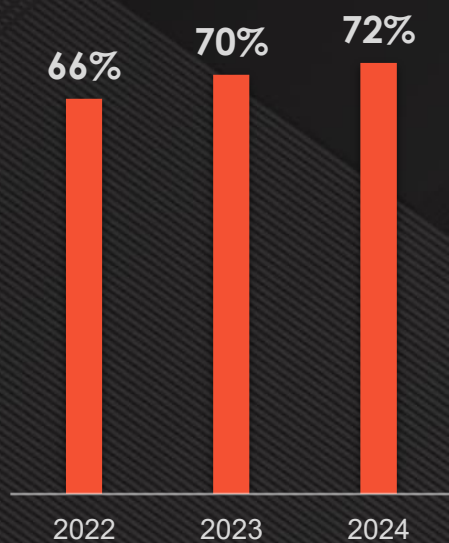
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The number of rooms may change depending on the number of residents signing the management agreement.

Financial Data

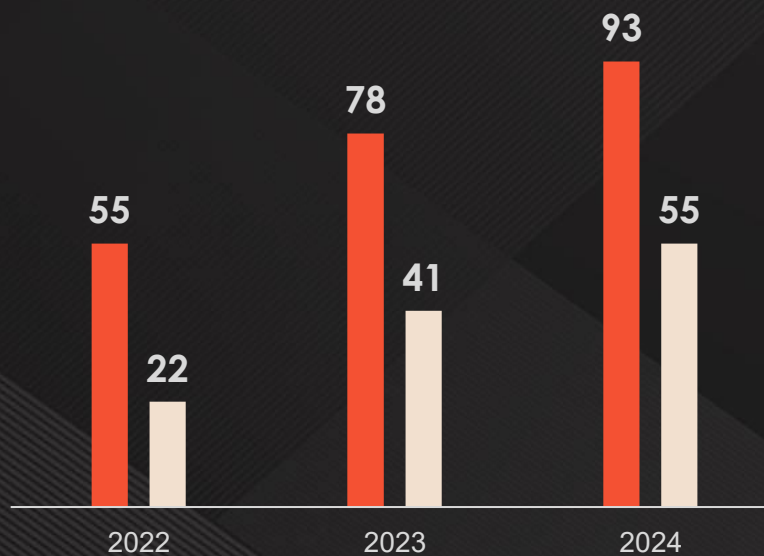
Operational Figures

Occupancy



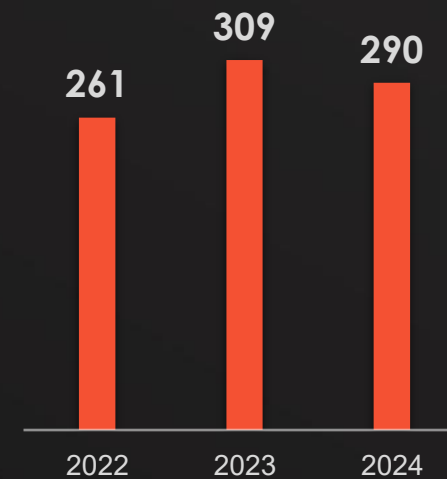
• EBITDAR + EBITDA •

NIS millions



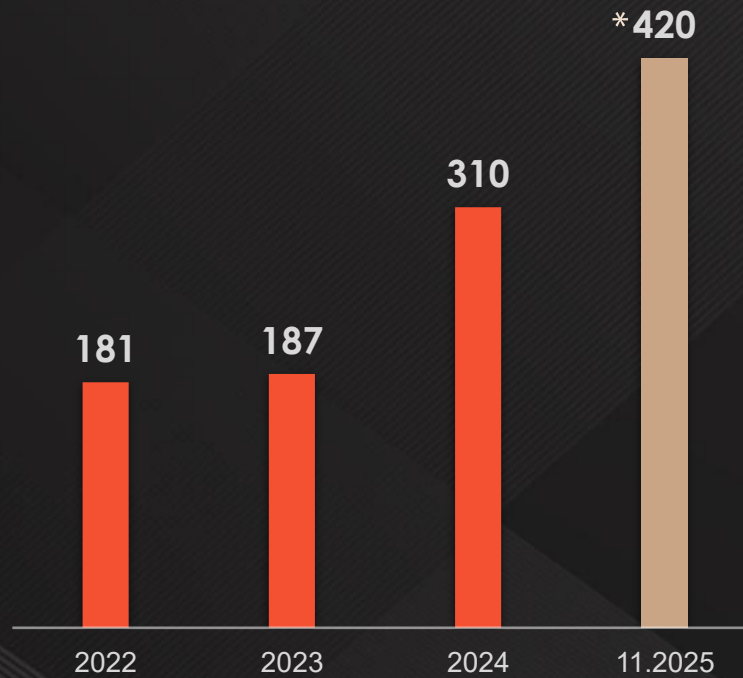
Revenues

NIS millions



Equity

In NIS millions



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Operational Figures

EBITDA
Approx.
NIS 125
million

Revenues
Approx.
NIS 754
million

Representative
year

ISRAELCANADA

HOTELS

BROWN*Hotels*

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