

MAX STOCK Q2 & H1 2024 Earnings Conference Call



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# **Q2 2024** RESULTS

Accelerating growth in Q2'24 across key metrics

REVENUE
NIS 316.9M
+25.4% vs. Q2'23

SSSG14.5%Driven by volume and basket size growth

**41.7%** +50 BPS vs. Q2'23

Adj. EBITDA\*
NIS 44.8M

14.2% of revenue; +220 BPS vs. Q2'23

NIS 29.4M

9.3% of revenue; +210 BPS vs. Q2'23

Adjusted EPS\*\*
NIS 0.18

+61.4% vs. Q2'23



<sup>\*</sup>Adjusted EBITDA pre IFRS 16 = EBIT + D&A + other costs + stock-based compensation (SBC) - the impact of IFRS 16

<sup>\*\*</sup> EPS attributable to shareholders adjusted for stock-based compensation (SBC)

# **Q2** Financial Highlights



						1
	Q2'20	Q2'21	Q2'22	Q2'23	Q2'24	'20 - '24 CAGR
Revenue (NIS M)*	174.2	223.6	252.7	252.8	316.9	16.1%
Growth	(2.2%)	28.4%	13.0%	0.0%	25.4%	
Gross Margins (%)*	38.6%	38.3%	39.3%	41.2%	41.7%	
Pre IFRS 16 Adjusted EBITDA Margins (%)	16.9%	13.7%	11.6%	11.9%	14.2%	
Pre IFRS 16 Adjusted EBITDA (NIS M)	29.5 Q2'20	'20 - ' 30.7 Q2'21	24 CAGR: 29.3 Q2'22	11.1% A8.9 30.1 Q2'23	44.8 Q2'24	Q2'24 Adj. EBITDA exc. Portugal = 45.9 (Margins = 14.6%)
GAAP Net Income Attributable to Shareholders (NIS M)	16.3	14.9	11.3	16.6	25.8	12.2%
Margins (%)	9.3%	6.7%	4.5%	6.6%	8.1%	
Adjusted Net Income Attributable to Shareholders (NIS M)	15.3	18.8	15.2	15.9	25.8	14.1%
Margins (%)	8.8%	8.4%	6.0%	6.3%	8.2%	
Adjusted EPS Attributable to Shareholders (NIS)	0.11	0.13	0.11	0.11	0.18	14.6%
Growth	(6.2%)	23.1%	(19.0%)	7.2%	61.4%	

<sup>\*</sup> Excluding one-time bulk operations in 2020

<sup>1.</sup> Adjusted EBITDA pre IFRS 16 = EBIT + D&A + other costs (including IPO costs in 2020 ) + stock-based compensation (SBC) - one-time bulk operation (in 2020) - the impact of IFRS 16

<sup>2.</sup> Net Income (NI) and EPS (both attributable to shareholders) adjusted for stock-based compensation (SBC), one-time bulk operation in 2020 and IPO costs in 2020

# **H1 2024** RESULTS

Very strong H1 with topline growth in the high teens, adjusted EBITDA up 31.3% and adjusted EPS up 40.0%

REVENUE NIS 630.1M +18.3% vs. H1'23 SSSG
8.9%
Primarily driven by volume growth

**42.0%** + 70 BPS vs. H1'23

Adj. EBITDA\*
NIS 87.8M

13.9% of revenue; +140 BPS vs. H1'23

NIS 58.0M

9.2% of revenue; +120 BPS vs. H1'23

Adjusted EPS\*\* **NIS 0.37**+40.0% vs. H1′23



<sup>\*</sup>Adjusted EBITDA pre IFRS 16 = EBIT + D&A + other costs + stock-based compensation (SBC) - the impact of IFRS 16

<sup>\*\*</sup> EPS attributable to shareholders adjusted for stock-based compensation (SBC)

# **H1** Financial Highlights



Revenue (NIS M)  Growth  Gross Margins (%)	H1'20 347.6 (1.3%) 39.4%	H1'21 475.6 36.8% 39.0%	<b>H1'22</b> 503.6 5.9% 39.1%	H1'23 532.4 5.7% 41.3%	H1'24 630.1 18.3% 42.0%	'19 - '23 CAGR 16.0%
Pre IFRS 16 Adjusted EBITDA Margins (%)	15.5%	15.4%	12.1%	12.6%	13.9%	
Pre IFRS 16 Adjusted EBITDA (NIS M)	53.9 H1'20	'20 - ' 73.2 H1'21	61.2 H1'22	13.0% 31.3 66.9 H1'23	87.8 Z	H1'24 Adj. EBITDA exc. Portugal = 90.1 (Margins = 14.4%)
GAAP Net Income Attributable to Shareholders (NIS M)	32.5	37.3	25.3	37.5	51.7	12.3%
Margins (%)	9.4%	7.9%	5.0%	7.1%	8.2%	
Adjusted Net Income Attributable to Shareholders (NIS M)	30.6	45.0	33.0	36.9	51.8	14.1%
Margins (%)	8.8%	9.5%	6.6%	6.9%	8.2%	
Adjusted EPS Attributable to Shareholders (NIS)	0.21	0.32	0.23	0.27	0.37	14.7%
Growth		47.2%	(26.7%)	14.4%	40.0%	

<sup>\*</sup> Excluding one-time bulk operations in 2020

Note: Totals may be sightly impacted by minor rounding differences.

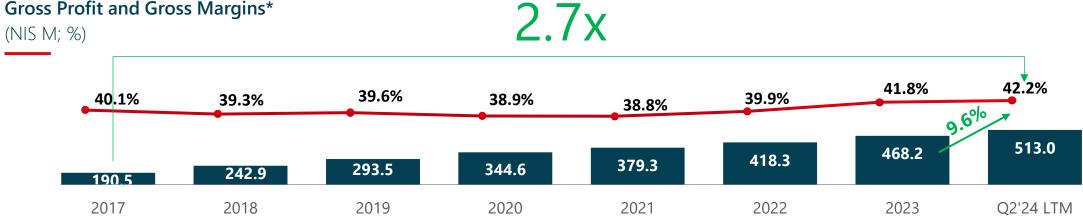
<sup>1.</sup> Adjusted EBITDA pre IFRS 16 = EBIT + D&A + other costs (including IPO costs in 2020 ) + stock-based compensation (SBC) - one-time bulk operation (in 2020) - the impact of IFRS 16

<sup>2.</sup> Net Income (NI) and EPS (both attributable to shareholders) adjusted for stock-based compensation (SBC), one-time bulk operation in 2020 and IPO costs in 2020

## **Annual** Financial Highlights





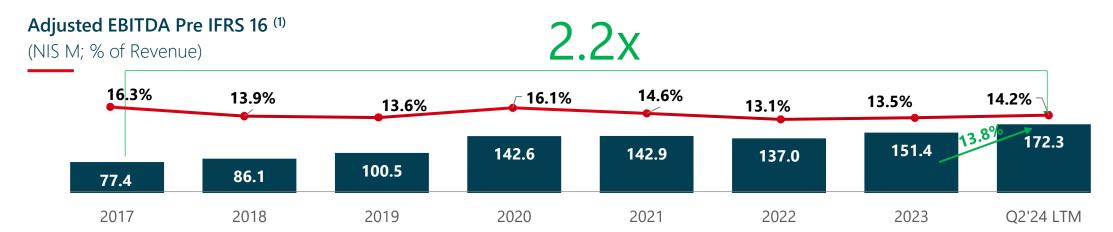


Note: Totals may be sightly impacted by minor rounding differences. LTM = Last twelve months

<sup>\*</sup> Excluding one-time bulk operations in 2020

## **Annual** Financial Highlights (cont'd)







Note: Totals may be sightly impacted by minor rounding differences. . LTM = Last twelve months.

<sup>1.</sup> Adjusted EBITDA pre IFRS 16 = EBIT + D&A + other costs (including IPO costs in 2020 ) + stock-based compensation (SBC) - one-time bulk operation (in 2020) - the impact of IFRS 16

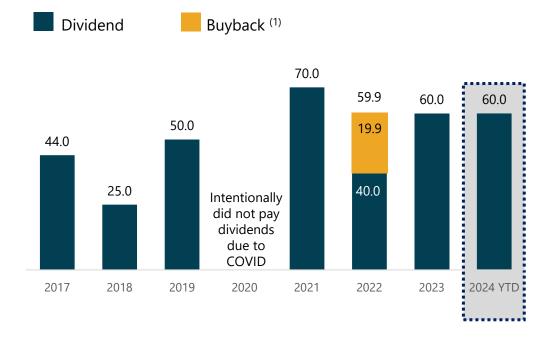
<sup>2.</sup> Net Income (NI) and EPS (both attributable to shareholders) adjusted for stock-based compensation (SBC), one-time bulk operation in 2020 and IPO costs in 2020

# Capital Deployment and Capital Structure Total of NIS ~369M returned to shareholders since 2017 while increasing our liquidity and financial flexibility

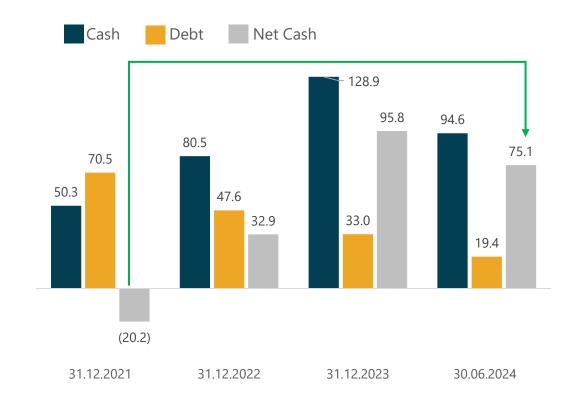


# LTM DIVIDED YIELD OF ~ 5%

#### Annual Dividends and Share Buyback (NIS M)



#### Capital Structure (NIS M)





# Growth Strategies

Looking Forward

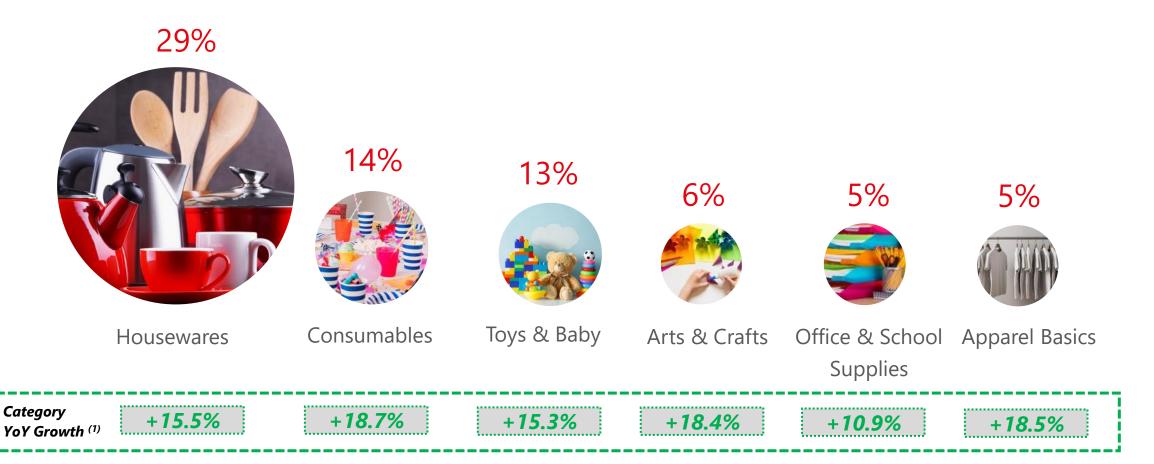


# Strong double-digit growth in H1'24 across our six core categories

H1'24 Revenue Contribution and Growth, per Category



% Contribution (1)



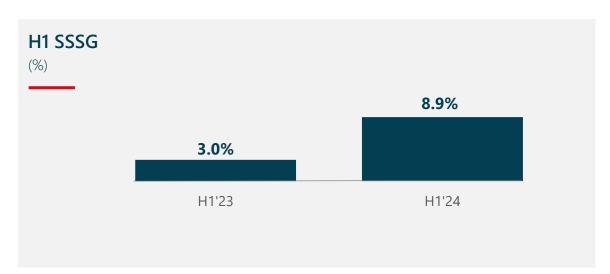
... and our "Other" category (that contributed ~27% to H1'24 revenue from sales and is comprised of over 25 subcategories) is growing even faster (up 25.5% YoY)

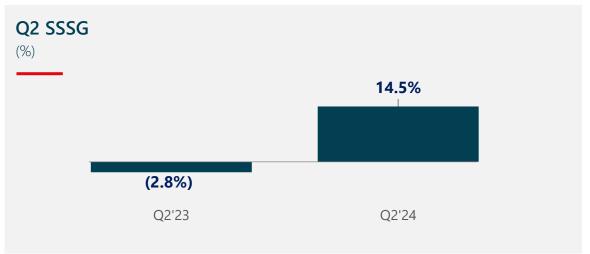


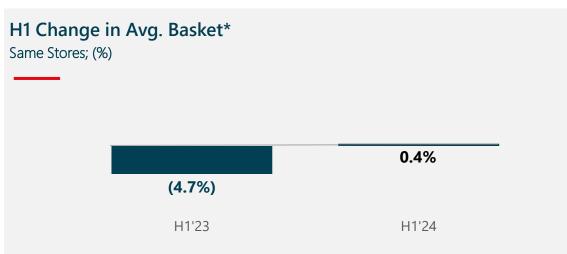


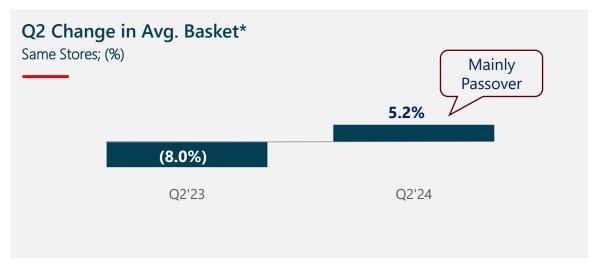
## Main KPIs









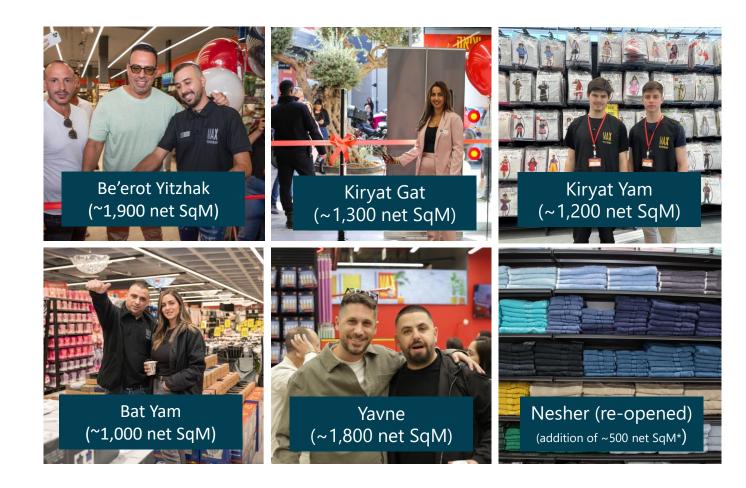




# ~7,700 net SqM

Added since August 2023

~13% increase



Note: Net SqM defined as commercial area in SqM excluding e.g., storage and office spaces. Changes in net SqM vs. Q2 2023 also includes re-measurement of net commercial area of existing stores that reduced net SqM by ~2,000 SqM. \*Old store in Nesher was ~800 net SqM while new store is ~1,300 net SqM (i.e., net addition of ~500 net SqM).



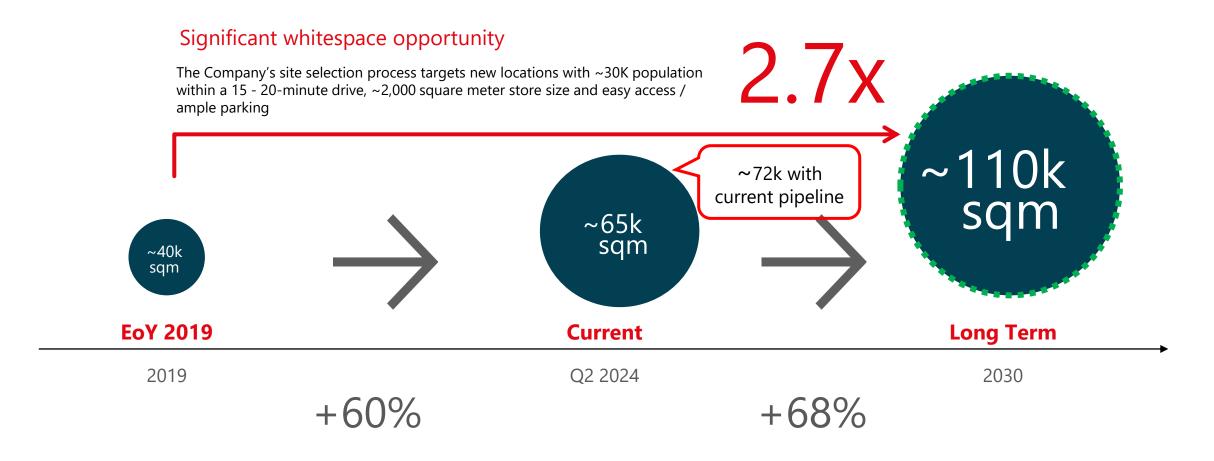
# Pipeline

- Expected to add ~9k gross SqM / ~6k net SqM
- **2**024
  - Gedera (H2'24; ~2.7k gross SqM)
- **2**025 2026
  - (1) Gan Yavne; (2) Beer Sheba;(3) Beer Tuvia (Ad Halom)
  - Adding together ~6.3k grossSqM



## Looking Forward: Add ~45k of owned net SqM in Israel by 2030









# New Logistic & Distribution Center Opened on June 1st, 2024

#### 1.5x the aggregate size of our 3 current distribution centers at roughly the same logistic costs

#### Rationale

- Support future growth in Israel, as currently, all growth is directed to TPLs
- Assist in extracting operational efficiencies:
  - Eliminates the need for TPLs in the next years
  - Consolidates 3 logistic centers into one (of which, one logistic center has already been closed)

#### Lessor

 A JV jointly held by Mega Or (TASE: MGOR) and Kibbutz Shomria

#### **Key Attributes**

- Located in Shomriya, ~100km South-East to Tel Aviv / 30km North-East to Be'er Sheba
- Size: ~31k SqM + 10k SqM in the future, subject to the agreement terms and completion of construction by the lessor
- Current aggregate size of our distribution centers is ~20k SqM

#### Terms

- Rental start date: June 1st 2024
- Total of ~25 years
  - 10+5+5+4 11/12
- Base rent of ~NIS 1M per month

#### Capex

 Estimates of NIS 30M for necessary capex investments, of which 11M already invested as of June 30th, 2024

# Our second comprehensive **ESG** report











#### **Accessibility**

- 100% of our stores are accessible to employees and customers, including the visually impaired
- Our digital channels are also accessible

#### Diversity

- Our employees represent all sectors and populations comprising Israeli society, including ultra-Orthodox, new immigrants and Israeli Arabs
- ~83% of our regional managers, ~63% of our total employees and ~38% of our board members are women
- ~4% of our employees have disabilities

#### **Community Involvement**

- Our employees participate in volunteering events throughout the year
- We donate to various institutions and associations, including medical centers, children's institutions and the IDF

#### **Responsible Supply Chain**

 Since 2024, an ESG procurement appendix is integrated into new engagements with suppliers, in addition to existing adherence to fair trade considerations and practices

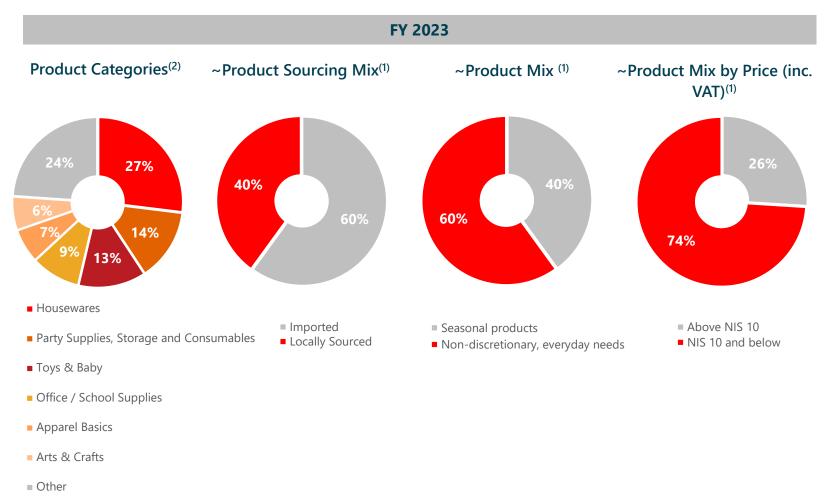
# Talia Sessler

Chief Corporate Development & IR Officer +972-50-7000155



## **Company Overview**







NIS 1.2 billion
Q2'24 LTM revenue



64
locations across Israel<sup>(3)</sup>
+2 in Portugal



 $\sim$  67.2k Total Net SqM<sup>(3)(4)</sup>



3 Logistic centers



~2,200 employees<sup>(5)</sup>



MAXO
Publicly listed on TASE

- Based on volume sold
- 2) Other comprised of over 26 subcategories with the largest being OTC Pharmaceutical, Electronics, Phone Accessories and Outdoors
- 3) As of June 30, 2024. Includes owned net SqM in Israel (~65.0k) and owned net SqM in Portugal (~2.3k).
- 4) Net SqM defined as commercial area in SqM excluding e.g., storage and office spaces. Data refer to owned/ majority owned stores only
- ) As of March 26, 2024

## Dual Format Store Strategy for Suburban and Urban Markets in Israel



#### Max



Located in suburban markets with ample parking



Average store sizes of~1,750 net SqM  $/\sim$  18,800 sq. ft.<sup>(1)</sup>



Full assortment of merchandise



Mostly majority owned: 45 stores (37 are majority owned)<sup>(2)</sup>



Main format priority for current expansion

#### Mini Max



Located in city centers



Average store sizes of ~200 SqM  $/\sim$ 2,150 sq. ft.



Typically, lower ticket prices



Mostly franchised concept: 19 stores (all are franchised)



Second priority growth engine





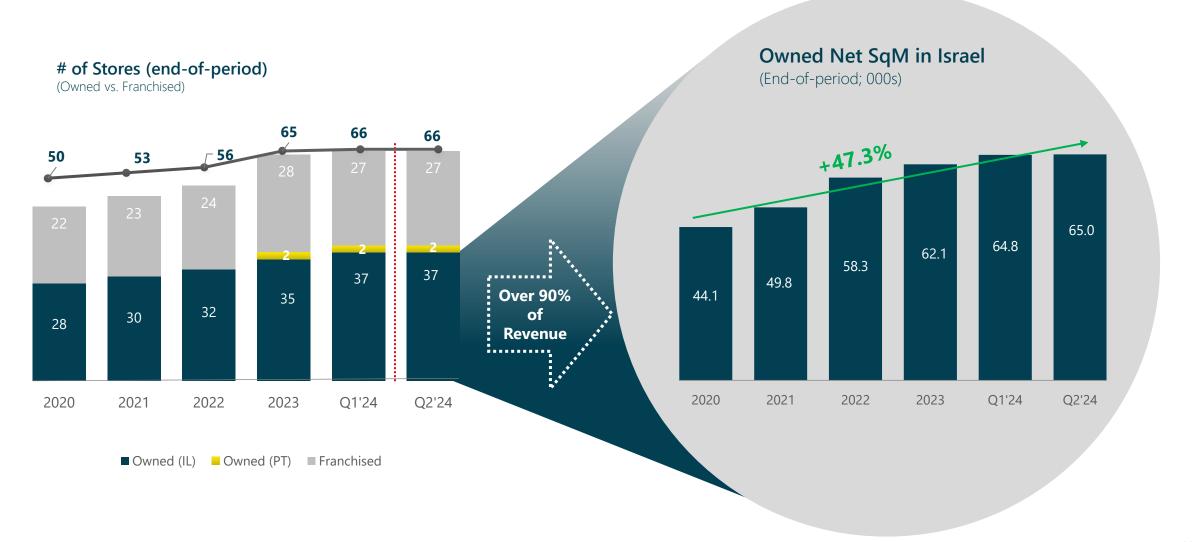


SqM defined as commercial area in SqM excluding e.g., storage and office spaces. Represents Company owned stores

## STORE COUNT AND OWNED NET SQM

(End-of-Period)





# **IFRS 16 Reconciliations (Q2)**





	Q2/2	2023	Q2/2	024
	GAAP	Pre IFRS 16	GAAP	Pre IFRS 16
EBIT	30.5	27.2	44.0	40.5
Interest expenses, net	6.0	0.1	5.3	(1.2)
EBT	24.5	27.1	38.7	41.7
Taxes	6.2	6.8	9.3	10.0
<b>GAAP Net Income</b>	18.3	20.3	29.4	31.7
EBITDA	48.9	30.8	65.1	44.8
Plus: SBC	(0.7)	(0.7)	0.0	0.0
EBITDA exc. SBC	48.2	30.1	65.2	44.8

# **IFRS 16 Reconciliations (H1)**





	H1/2	2023	H1/2	024
	GAAP	Pre IFRS 16	GAAP	Pre IFRS 16
EBIT	67.6	60.9	87.0	79.4
Interest expenses, net	11.4	0.1	10.2	(2.1)
EBT	56.2	60.8	76.8	81.5
Taxes	13.8	14.8	18.7	19.8
<b>GAAP Net Income</b>	42.4	45.9	58.0	61.7
EBITDA	103.4	67.5	127.9	87.6
Plus: SBC	(0.7)	(0.7)	0.1	0.1
EBITDA exc. SBC	102.8	66.9	128.0	87.8

# Historical Quarterly P&L (Q2) NIS M



	Q2 2020	Q2 2021	Q2 2022	Q2 2023	Q2 2024
Revenue from sales	172.9	220.7	249.2	248.3	312.2
Revenue from commissions / fees	1.2	2.9	3.5	4.4	4.7
Total Revenue	174.2	223.6	252.7	252.8	316.9
YoY growth	(2.2%)	28.4%	13.0%	0.0%	25.4%
Revenue from onetime bulk operation	112.2	0.0	0.0	0.0	0.0
Total Revenue	286.4	223.6	252.7	252.8	316.9
YoY growth	60.8%	(21.9%)	13.0%	0.0%	25.4%
Gross profit, excluding onetime bulk operation	67.2	85.6	99.2	104.0	132.1
% of Revenue	38.6%	38.3%	39.3%	41.2%	41.7%
Gross profit onetime bulk operation	10				
% of onetime bulk operation	8.6%				
S&M	30.9	47.3	61.1	62.7	73.9
G&A	6.0	9.6	13.4	10.6	14.1
Total SG&A	36.9	57.0	74.5	73.3	88.0
Less: SBC	0.0	(3.9)	(3.8)	0.7	(0.0)
SG&A excluding SBC	36.9	53.1	70.6	74.0	87.9
% of Revenue, excluding onetime bulk operation	21.2%	23.8%	28.0%	29.3%	27.7%
% of Revenue	12.9%	23.8%	28.0%	29.3%	27.7%
Other income	(0.5)	(1.6)	0.0	(0.1)	0.0
Other expenses	0.0	0.0	0.0	0.3	0.1
GAAP EBIT	40.4	30.2	24.7	30.5	44.0
% of Revenue	14.1%	13.5%	9.8%	12.1%	13.9%
Adj. EBIT (exc. SBC, onetime and other)	30.3	32.5	28.6	30.0	44.1
% of Revenue, excluding onetime bulk operation	17.4%	14.5%	11.3%	11.9%	13.9%

# Historical Quarterly P&L and Net Income Reconciliations (Q2) NIS M



	Q2 2020	Q2 2021	Q2 2022	Q2 2023	Q2 2024
Interest expenses, net	5.8	4.7	4.6	6.0	5.3
Interest expenses onetime bulk operation	8.4	0.0	0.0	0.0	0.0
EBT	26.3	25.5	20.1	24.5	38.7
Adj. EBT (exc. SBC, onetime and other)	24.5	27.8	23.9	24.0	38.8
Taxes	6.4	7.1	5.7	6.2	9.3
GAAP Net Income	19.9	18.4	14.4	18.3	29.4
% of Revenue	7.0%	8.2%	5.7%	7.2%	9.3%
Adj. Net Income (exc. SBC, one-time bulk					
operation in 2020 and one-time IPO costs in 2020)	18.9	22.3	18.3	17.7	29.4
% of Revenue	10.8%	10.0%	7.2%	7.0%	9.3%
Net income attributable to shareholders	16.3	14.9	11.3	16.6	25.8
Net income attributable to non-controlling interests_	3.6	3.5	3.1	1.7	3.6
Total GAAP Net Income	19.9	18.4	14.4	18.3	29.4
Net Income Adjustments:					
SBC	0.0	3.9	3.8	(0.7)	0.0
Onetime bulk operation, net of taxes	(1.0)	0.0	0.0	0.0	0.0
Total Net Income Adjustments	(1.0)	3.9	3.8	(0.7)	0.0
Adjusted Net Income - Attributable to shareholders	15.3	18.8	15.2	15.9	25.8
Adjusted Net Income - Attributable to non-	2.0	2.5	2.1	17	2.0
controlling interests Adjusted Net Income	3.6 <b>18.9</b>	3.5 <b>22.3</b>	3.1 <b>18.3</b>	1.7 <b>17.7</b>	3.6 <b>29.4</b>
Adjusted Net Income	10.9	22.5	10.5	17.7	29.4
Basic Shares O/S (000s)	142.3	142.3	142.3	139.0	139.4
EPS, attributable to shareholders	0.11	0.10	0.08	0.12	0.18
Adj. EPS attributable to shareholders	0.11	0.13	0.11	0.11	0.18

# **Historical Quarterly EBITDA Reconciliations (Q2)**NIS M



	Q2 2020	Q2 2021	Q2 2022	Q2 2023	Q2 2024
Net Income	19.9	18.4	14.4	18.3	29.4
Plus Interest Expense, net	14.1	4.7	4.6	6.0	5.3
Plus Income Taxes	6.4	7.1	5.7	6.2	9.3
Plus D&A	9.4	12.6	16.4	18.2	21.0
Plus Other Expense, net	(0.5)	(1.6)	0.0	0.2	0.1
EBITDA Post IFRS 16 (exc. Other Expenses)	49.4	41.2	41.1	48.9	65.1
Plus SBC	0.0	3.9	3.8	(0.7)	0.0
Minus IFRS 16	(10.2)	(14.3)	(15.6)	(18.1)	(20.3)
Adjusted EBITDA Pre IFRS 16 (exc. SBC and Other					
Expenses)	39.1	30.7	29.3	30.1	44.8
Onetime bulk operation	(9.7)	0.0	0.0	0.0	0.0
Adjusted EBITDA Pre IFRS 16, excluding onetime					
bulk operation	29.5	30.7	29.3	30.1	44.8
% of Revenue	16.9%	13.7%	11.6%	11.9%	14.2%

# **Historical Quarterly P&L (H1)**NIS M



	H1 2020	H1 2021	H1 2022	H1 2023	H1 2024
Revenue from sales	345.2	469.3	496.4	522.8	620.0
Revenue from commissions / fees	2.4	6.3	7.2	9.6	10.1
Total Revenue, excluding onetime bulk operation	347.6	475.6	503.6	532.4	630.1
YoY growth	(1.3%)	36.8%	5.9%	5.7%	18.3%
Revenue from onetime bulk operation	124.8	0.0	0.0	0.0	0.0
Total Revenue	472.4	475.6	503.6	532.4	630.1
YoY growth	34.2%	0.7%	5.9%	5.7%	18.3%
Gross profit (excluding onetime bulk operation)	136.9	185.4	197.0	219.8	264.6
% of Revenue (excluding onetime bulk operation)	39.4%	39.0%	39.1%	41.3%	42.0%
Gross profit onetime bulk operation	14				
% of Revenue	11.5%				
S&M	69.9	95.8	118.7	128.0	147.7
G&A	11.9	21.9	25.9	24.0	29.9
Total SG&A	81.8	117.7	144.6	152.0	177.7
Less: SBC	0.0	(7.7)	(7.7)	0.7	(0.1)
SG&A excluding SBC	81.8	110.0	136.9	152.7	177.6
% of Revenue, excluding onetime bulk operation	23.5%	23.1%	27.2%	28.7%	28.2%
% of Revenue	17.3%	23.1%	27.2%	28.7%	28.2%
Other income	(0.5)	(1.6)	(0.3)	(0.1)	(0.2)
Other expenses, net	0.0	0.0	0.1	0.3	0.2
GAAP EBIT	69.9	69.3	52.6	67.6	87.0
% of Revenue	14.8%	14.6%	10.4%	12.7%	13.8%
Adj. EBIT (exc. SBC, onetime and other)	55.1	75.4	60.1	67.1	87.0
% of Revenue, excluding onetime bulk operation	15.8%	15.8%	11.9%	12.6%	13.8%

# **Historical Quarterly P&L and Net Income Reconciliations (H1)**

NIS M



	H1 2020	H1 2021	H1 2022	H1 2023	H1 2024
Interest expenses, net	7.9	7.6	9.1	11.4	10.2
Interest expenses onetime bulk operation	11.8				
EBT	50.2	61.7	43.5	56.2	76.8
Adj. EBT (exc. SBC, onetime and other)	47.2	67.8	51.1	55.7	76.8
Taxes	12.2	16.3	12.0	13.8	18.7
GAAP Net Income	38.0	45.4	31.5	42.4	58.0
% of Revenue	8.0%	9.5%	6.2%	8.0%	9.2%
Adj. Net Income (exc. SBC, one-time bulk operation	36.0	53.1	39.2	41.8	58.2
% of Revenue, excluding onetime bulk operation	10.4%	11.2%	7.8%	7.8%	9.2%
Net Income - Attributable to shareholders	32.5	37.3	25.3	37.5	51.7
Net Income - Attributable to non-controlling interes	5.5	8.1	6.2	4.9	6.4
GAAP Net Income	38.0	45.4	31.5	42.4	58.0
Net Income Adjustments:					
Total net income adjustments, net of taxes - one- time bulk operation	(1.9)				
SBC	(1.9)	7.7	7.7	(0.7)	0.1
Issuance costs / IPO expenses		7.7	7.7	(0.7)	0.1
Total Net Income Adjustments:	(1.9)	7.7	7.7	(0.7)	0.1
Adjusted Net Income - Attributable to shareholders Adjusted Net Income - Attributable to non-	30.6	45.0	33.0	36.9	51.8
controlling interests	5.5	8.1	6.2	4.9	6.3
Adjusted Net Income	36.0	53.1	39.2	41.8	58.2
Basic Shares O/S	142.3	142.3	142.3	139.0	139.4
EPS, attributable to shareholders	0.23	0.26	0.18	0.27	0.37
Adj. EPS attributable to shareholders	0.21	0.32	0.23	0.27	0.37

# **Historical Quarterly EBITDA Reconciliations (H1)**NIS M



	H1 2020	H1 2021	H1 2022	H1 2023	H1 2024
Net Income	38.0	45.4	31.5	42.4	58.0
Plus Interest Expense, net	19.8	7.6	9.1	11.4	10.2
Plus Income Taxes	12.2	16.3	12.0	13.8	18.7
Plus D&A	19.9	24.9	31.3	35.6	41.0
Plus Other Expense, net	(0.5)	(1.6)	(0.2)	0.2	(0.0)
EBITDA Post IFRS 16 (exc. Other Expenses)	89.4	92.6	83.7	103.4	127.9
Plus SBC	0.0	7.7	7.7	(0.7)	0.1
Minus IFRS 16	(21.1)	(27.1)	(30.3)	(35.9)	(40.2)
Adjusted EBITDA Pre IFRS 16 (exc. SBC and Other				•	
Expenses)	68.3	73.2	61.2	66.9	87.8
Onetime bulk operation	(14.4)	0.0	0.0	0.0	0.0
Adjusted EBITDA Pre IFRS 16 (exc. Onetime bulk					
operation, SBC and Other Expenses)	53.9	73.2	61.2	66.9	87.8
% of Revenue, excluding onetime bulk operation	15.5%	15.4%	12.1%	12.6%	13.9%