

MAX STOCK Q3 & YTD 2024 Earnings Conference Call

November 20, 2024



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Q3 2024 RESULTS

Strong momentum from 1H continues with Q3 revenue up 18.6% and a 26.5% increase in GAAP net income

REVENUE
NIS 373.1M
+18.6% vs. Q3'23

SSSG
9.2%
SSSG for July-Oct'24 = 13.7%

GROSS MARGIN
41.3%
-60 BPS vs. Q3′23
- Primarily related to the transition into the new DC

Adj. EBITDA*
NIS 56.5M

15.1% of revenue; +80 BPS vs. Q3'23

GAAP NET INCOME (100%)

NIS 34.3 M

Up 26.5%;
9.2% of revenue; +50 BPS vs. Q3'23

Adjusted EPS**
NIS 0.22
Up 34.7% vs. Q3'23

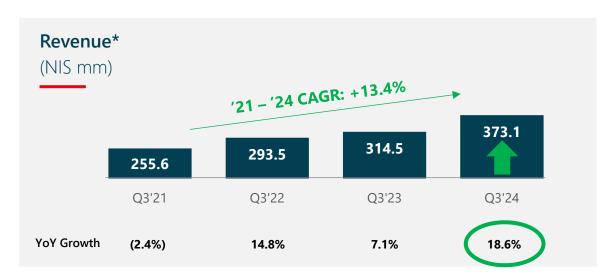


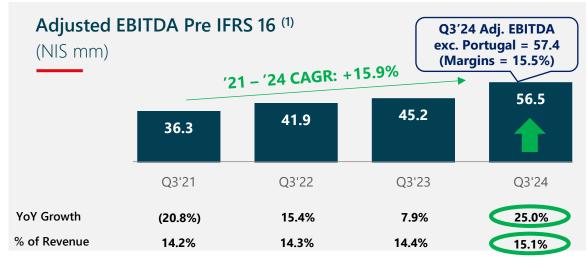
^{*} Adjusted EBITDA pre IFRS 16 = EBIT + D&A + other costs + stock-based compensation (SBC) - the impact of IFRS 16

^{**} EPS attributable to shareholders adjusted for stock-based compensation (SBC)

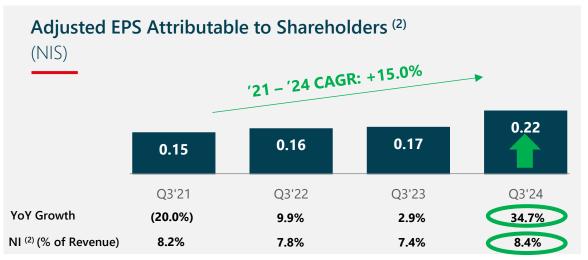
Q3 Financial Highlights











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

2. Net Income (NI) and EPS (both attributable to shareholders) adjusted for stock-based compensation (SBC)

^{1.} Adjusted EBITDA pre IFRS 16 = EBIT + D&A + other costs + stock-based compensation (SBC) - the impact of IFRS 16

Jan-Sep 2024 (YTD) RESULTS

Strong YTD performance highlighted by high teens revenue growth, high single digit same store sales growth and GAAP net income ahead of our total GAAP net income for all of 2023

REVENUE
NIS 1,003.1M
+18.4% vs. Jan-Sep'23

9.0%SSSG for Jan. – Oct. 2024 = 10.9%

GROSS MARGIN
41.7%
+ 20 BPS vs. Jan-Sep'23

Adj. EBITDA*
NIS 144.3M

14.4% of revenue; +110 BPS vs. Jan-Sep'23

GAAP NET INCOME (100%)
NIS 92.3M

Up 32.8%; 9.2% of revenue; +100 BPS vs. Jan-Sep'23 Adjusted EPS**
NIS 0.59
Up 37.5% vs. Jan-Sep'23

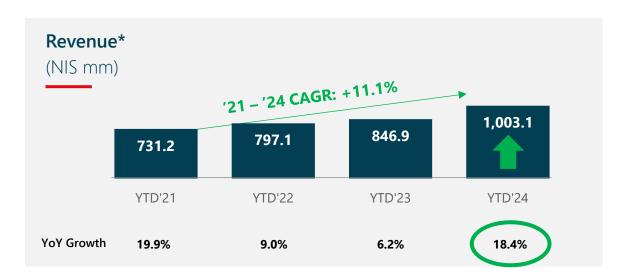


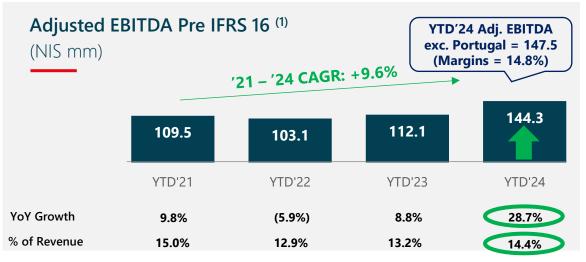
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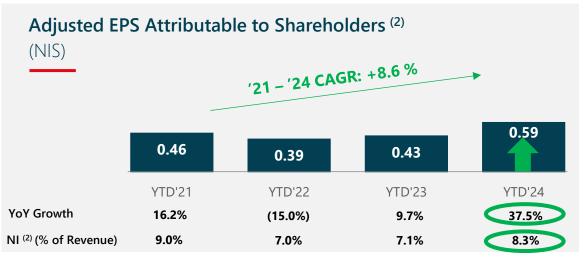
Jan-Sep 2024 (YTD) Financial Highlights











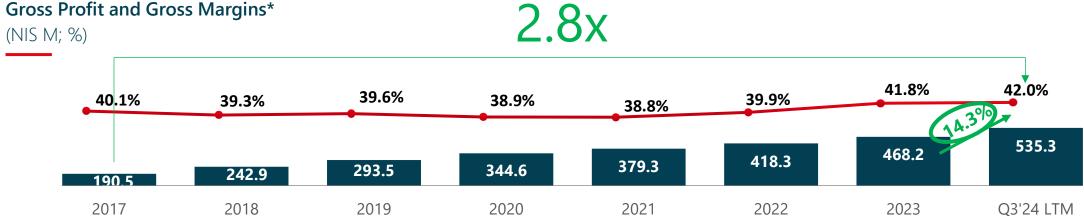
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^{2.} Net Income (NI) and EPS (both attributable to shareholders) adjusted for stock-based compensation (SBC)

Annual Financial Highlights





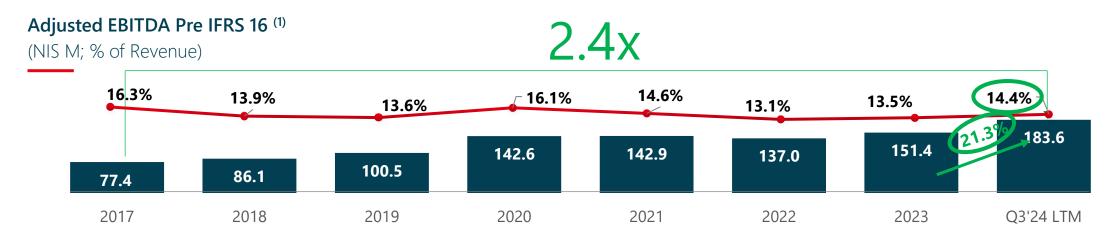


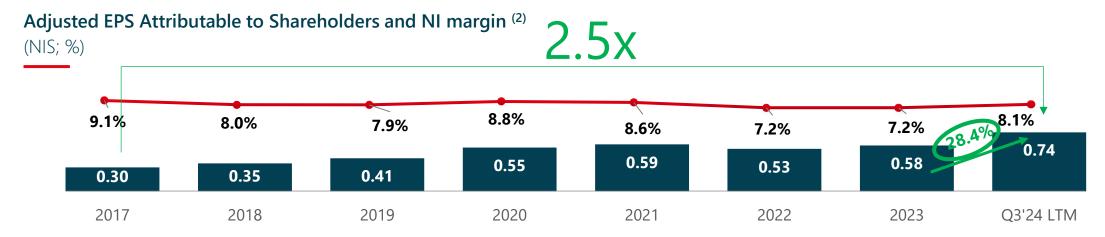
Note: Totals may be sightly impacted by minor rounding differences. LTM = Last twelve months

^{*} 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.

^{1.} 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

^{2.} 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

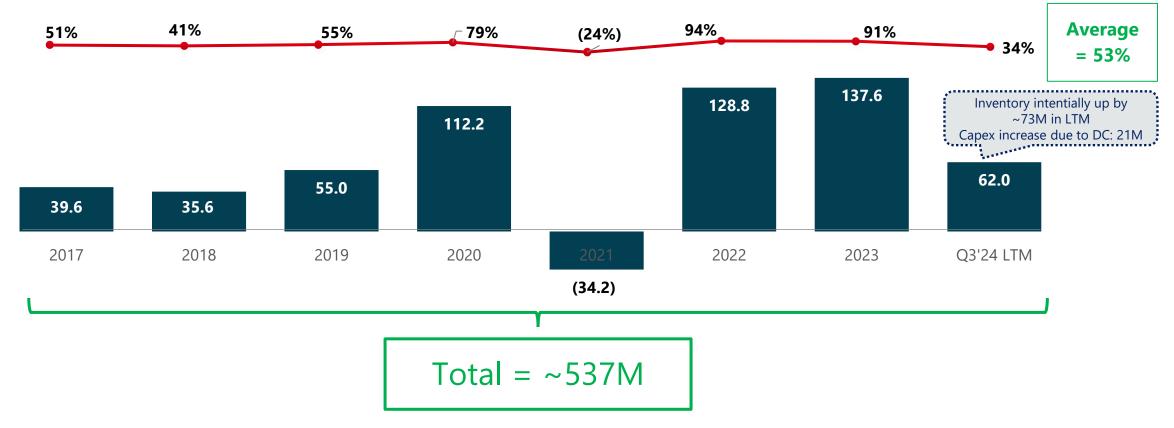
Excellent Cash Generation

Typically, low capex and working capital needs



Cash Flows from Operating Activities – Capex – Lease Payments; % Cash Conversion (1)

(NIS M; % of Adjusted EBITDA Pre IFRS 16 (2))



^{1) (}Cash Flows from Operating Activities – Capex – Lease Payments) / Adjusted EBITDA Pre IFRS 16

²⁾ 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



Growth Strategies

Looking Forward



Strong double-digit growth YTD across our six core categories

Jan-Sep 2024 Revenue Contribution and Growth, per Category



% Contribution (1)



Housewares

14%



Party Supplies, Storage & Consumables

13%



Toys & Baby

10%



Office & School Supplies

6%



Arts & Crafts

4%



Apparel Basics

Category
YoY Growth (1)

+19.4%

+22.5%

+17.0%

+9.6%

+12.8%

+14.9%

... and our "Other" category (that contributed ~ 25% to YTD'24 revenue from sales and is comprised of over 25 subcategories) is our fastest growing category (up 22.9% YoY)

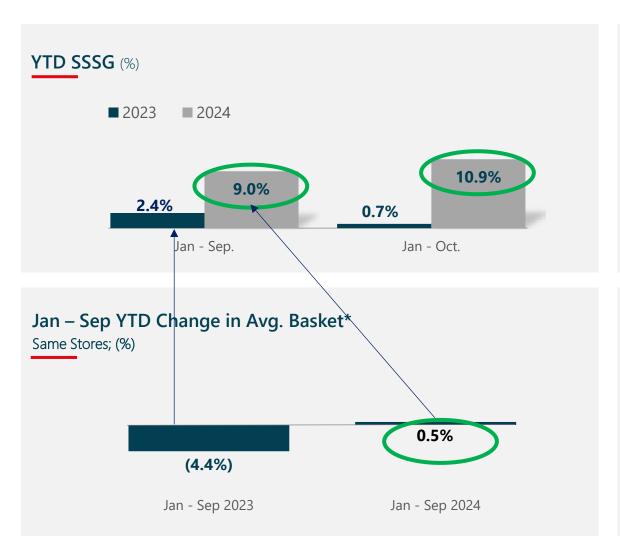


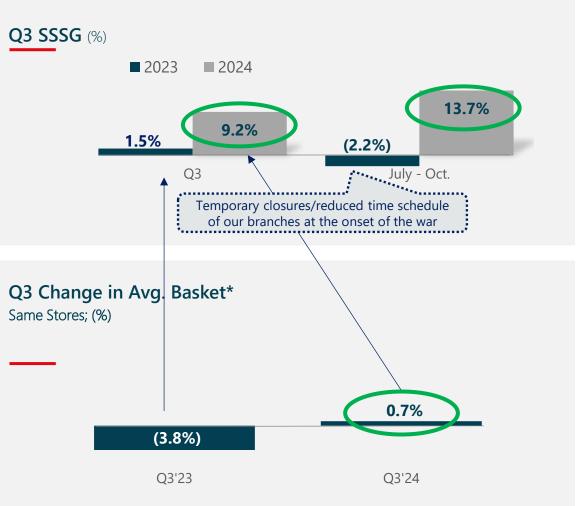


Main KPIs

Strong volume growth along with a positive change in basket size accelerated SSSG in 2024





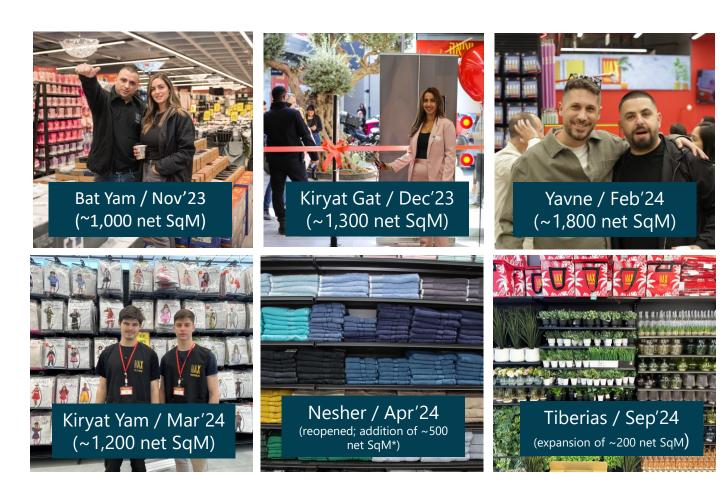




~6,000 net SqM

Added since Sep 2023

~10% increase



Note: Net SqM defined as commercial area in SqM excluding e.g., storage and office spaces. Changes in net SqM vs. Q3 2023 also includes re-measurement of net commercial area of existing stores that reduced net SqM by ~700 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).



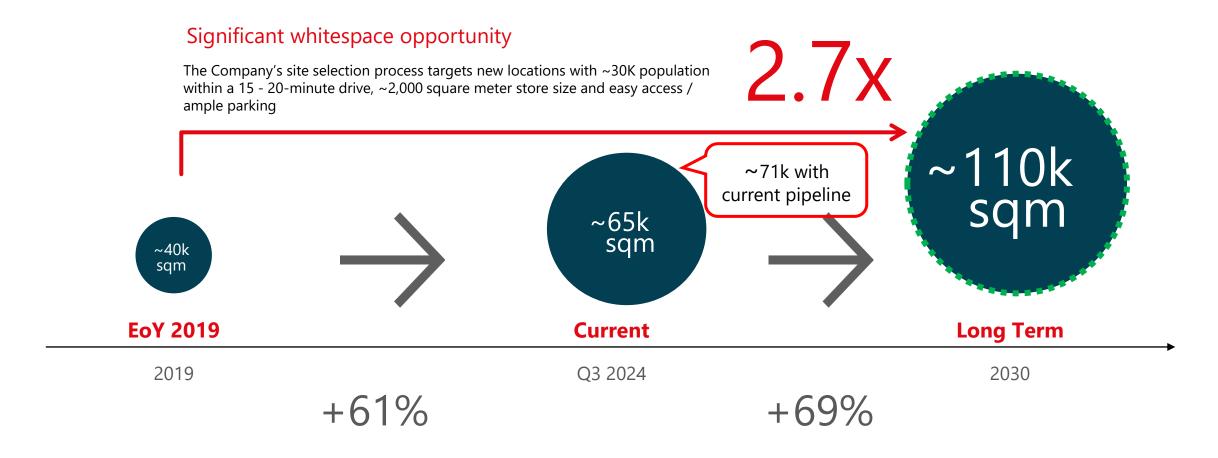
Pipeline

- Expected to add ~9k gross SqM / ~6k net SqM
 - Gedera (2025)
 - Beer Sheba (2025)
 - Beer Tuvia / Ad Halom (2025/2026)
 - Gan Yavne (2026)
- Additional stores are under various negotiation stages



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 21M already invested as of September 30th, 2024

Max10 – Portugal Update



- Made strategic decision to cease JV operations by end of 2025 following completion of the initial financing phase
- NIS 3.6M of expenses related to the writeoff of right-of-use assets were included in Q3'24 Other Expenses
- Portugal has negatively impacted our YTD adjusted Pre-IFRS 16 EBITDA by NIS 3.2M (negative impact of NIS 0.9M in Q3'24)
- Closure of JV is not expected to have a material impact on Max Stock's future performance



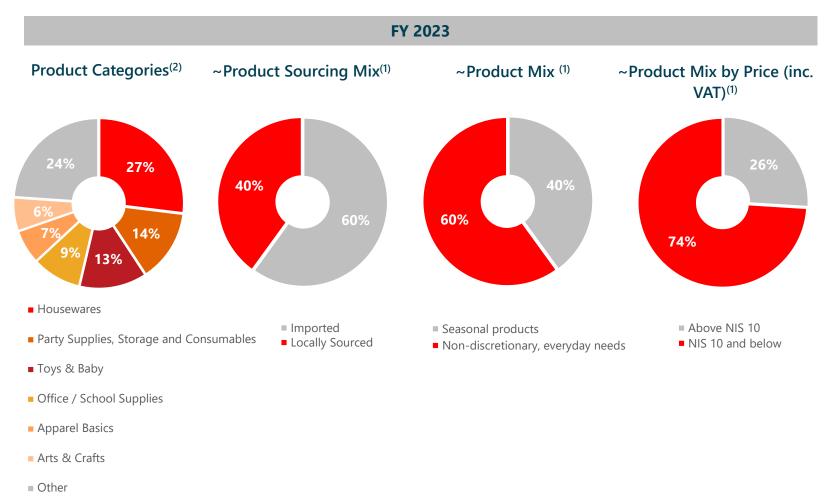
Talia Sessler

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



Company Overview







~NIS 1.3 Bn. Q3'24 LTM revenue



64
locations across Israel⁽³⁾
+2 in Portugal



 \sim 67.5k Total Net SqM⁽³⁾⁽⁴⁾



3 Logistic centers



~2,200 employees⁽⁵⁾



MAXO
Publicly listed on TASE

- 1) Based on volume sold
- Other comprised of over 26 subcategories with the largest being OTC Pharmaceutical, Electronics, Phone Accessories and Outdoors
- 3) As of September 30, 2024. Includes owned net SqM in Israel (~65.2k) and owned net SqM in Portugal (~2.3k)
- l) 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.⁽¹⁾



Full assortment of merchandise



Mostly majority owned: 45 stores (37 are majority owned)⁽²⁾



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



Franchised concept: 19 stores (all are franchised)



Second priority growth engine





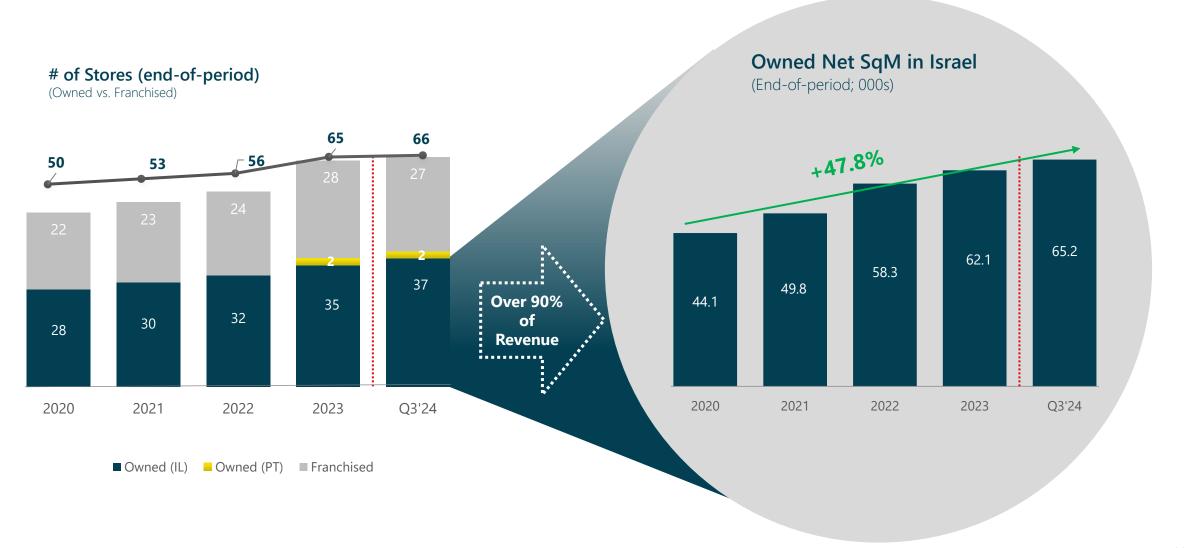


SqM defined as commercial area in SqM excluding e.g., storage and office spaces. Represents Company owned stores

STORE COUNT AND OWNED NET SQM

(End-of-Period)



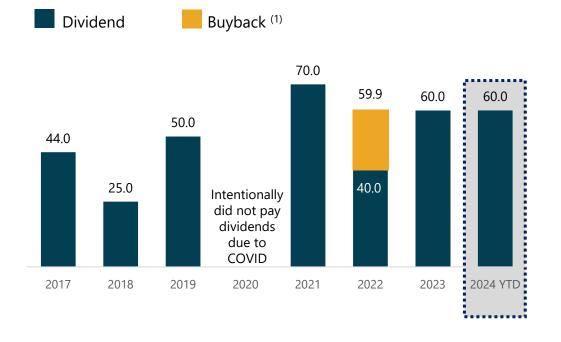


Capital Deployment and Capital Structure Total of NIS ~369M returned to shareholders since 2017 while increasing our liquidity and financial flexibility

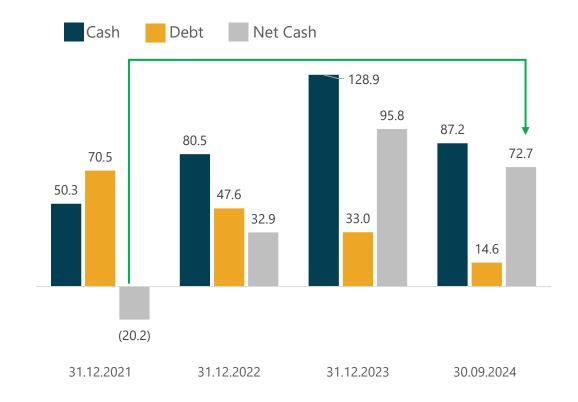


LTM DIVIDEND YIELD OF ~ 4%

Annual Dividends and Share Buyback (NIS M)



Capital Structure (NIS M)



IFRS 16 Reconciliations (Q3)

NIS M



	Q3/2	2023	Q3/2	024
	GAAP	Pre IFRS 16	GAAP	Pre IFRS 16
EBIT	44.2	41.6	51.2	50.3
Interest expenses, net	8.1	1.2	5.7	(2.0)
EBT	36.1	40.4	45.5	52.3
Taxes	9.0	10.0	11.3	12.8
GAAP Net Income	27.1	30.4	34.3	39.4
EBITDA	63.4	45.1	79.2	56.5
Plus: SBC	0.1	0.1	0.0	0.0
EBITDA exc. SBC	63.5	45.2	79.2	56.5

IFRS 16 Reconciliations (Jan – Sep. YTD)NIS M



	YTD/	2023	YTD/2	2024	
	GAAP	Pre IFRS 16	GAAP	Pre IFRS 16	
EBIT	111.8	102.5	138.2	129.7	
Interest expenses, net	19.5	1.3	15.9	(4.1)	
EBT	92.3	101.2	122.3	133.8	
Taxes	22.8	24.9	30.0	32.6	
GAAP Net Income	69.5	76.4	92.3	101.1	
EBITDA	166.8	112.6	207.1	144.1	
Plus: SBC	(0.5)	(0.5)	0.1	0.1	
EBITDA exc. SBC	166.3	112.1	207.2	144.3	

Historical Quarterly P&L (Q3) NIS M



	Q3 2020	Q3 2021	Q3 2022	Q3 2023	Q3 2024
Revenue from sales	260.0	253.6	289.4	309.7	367.8
Revenue from commissions / fees	1.9	2.0	4.1	4.8	5.3
Total Revenue	262.0	255.6	293.5	314.5	373.1
YoY growth	24.7%	(2.4%)	14.8%	7.1%	18.6%
Gross profit	102.5	98.6	117.7	131.8	154.1
% of Revenue	39.1%	38.6%	40.1%	41.9%	41.3%
S&M	48.2	53.8	66.5	74.3	83.5
G&A	8.2	10.9	13.7	13.4	15.8
Total SG&A	56.4	64.7	80.2	87.7	99.3
Less: SBC	0.0	(3.9)	(3.4)	(0.1)	(0.0)
SG&A excluding SBC	56.4	60.8	76.8	87.5	99.2
% of Revenue	21.5%	23.8%	26.2%	27.8%	26.6%
Other income	(0.6)	0.0	0.0	0.0	0.0
Other expenses	5.3	0.0	0.4	(0.0)	3.6
GAAP EBIT	41.4	33.9	37.2	44.2	51.2
% of Revenue	15.8%	13.3%	12.7%	14.1%	13.7%
Adj. EBIT (exc. SBC, onetime and other)	46.0	37.8	40.9	44.3	54.9
% of Revenue	17.6%	14.8%	13.9%	14.1%	14.7%

Historical Quarterly P&L and Net Income Reconciliations (Q3)

NIS M



	Q3 2020	Q3 2021	Q3 2022	Q3 2023	Q3 2024
Interest expenses, net	3.8	4.4	4.8	8.1	5.7
Interest expenses onetime bulk operation	1.4	0.0	0.0	0.0	0.0
EBT	36.1	29.6	32.4	36.1	45.5
Adj. EBT (exc. SBC, onetime and other)	42.2	33.5	36.1	36.2	49.2
Taxes	9.9	8.6	8.4	9.0	11.3
GAAP Net Income	26.2	20.9	24.0	27.1	34.3
% of Revenue	10.0%	8.2%	8.2%	8.6%	9.2%
Adj. Net Income (exc. SBC, one-time bulk operation					
in 2020 and one-time IPO costs in 2020)	31.8	24.8	27.4	27.2	34.3
% of Revenue	12.1%	9.7%	9.3%	8.6%	9.2%
Net income attributable to shareholders	20.7	17.1	19.6	23.1	31.3
Net income attributable to non-controlling interests	5.5	3.8	4.4	4.0	3.0
Total GAAP Net Income	26.2	20.9	24.0	27.1	34.3
Net Income Adjustments:					
SBC	0.0	3.9	3.4	0.1	0.0
Onetime bulk operation, net of taxes	1.1	0.0	0.0	0.0	0.0
Issuance Costs / IPO Expenses	4.5	0.0	0.0	0.0	0.0
Total Net Income Adjustments	5.6	3.9	3.4	0.1	0.0
Adjusted Net Income - Attributable to shareholders	26.3	21.0	23.0	23.2	31.3
Adjusted Net Income - Attributable to non-controlling					
nterests	5.5	3.8	4.4	4.0	3.0
Adjusted Net Income	31.8	24.8	27.4	27.2	34.3
Basic Shares O/S (000s)	142.3	142.3	141.7	139.3	139.4
EPS, attributable to shareholders	0.15	0.12	0.14	0.17	0.22
Adj. EPS attributable to shareholders	0.18	0.15	0.16	0.17	0.22

Historical Quarterly EBITDA Reconciliations (Q3)NIS M



	Q3 2020	Q3 2021	Q3 2022	Q3 2023	Q3 2024
Net Income	26.2	20.9	24.0	27.1	34.3
Plus Interest Expense, net	5.3	4.4	4.8	8.1	5.7
Plus Income Taxes	9.9	8.6	8.4	9.0	11.3
Plus D&A	11.8	12.8	16.4	19.2	24.3
Plus Other Expense, net	4.7	0.0	0.4	(0.0)	3.6
EBITDA Post IFRS 16 (exc. Other Expenses)	57.8	46.8	53.9	63.4	79.2
Plus SBC	0.0	3.9	3.4	0.1	0.0
Minus IFRS 16	(12.0)	(14.4)	(15.4)	(18.3)	(22.7)
Adjusted EBITDA Pre IFRS 16 (exc. SBC and Other					
Expenses)	45.8	36.3	41.9	45.2	56.5
Onetime bulk operation	0.0	0.0	0.0	0.0	0.0
Adjusted EBITDA Pre IFRS 16, excluding onetime					
bulk operation	45.8	36.3	41.9	45.2	56.5
% of Revenue	17.5%	14.2%	14.3%	14.4%	15.1%

Historical Quarterly P&L (Jan – Sep. YTD)

NIS M



	VTD 02 2000	VTD 02 2024	VTD 02 2000	VTD 02 2000	VTD 02 200
	YTD Q3 2020	YTD Q3 2021	YTD Q3 2022	YTD Q3 2023	YTD Q3 2024
Revenue from sales	605.2	721.8	785.8	832.5	987.8
Revenue from commissions / fees	4.4	9.4	11.3	14.4	15.3
Total Revenue, excluding onetime bulk operation	609.6	731.2	797.1	846.9	1,003.1
YoY growth	8.4 %	19.9%	9.0 %	6.2%	18.4%
Revenue from onetime bulk operation	124.8	0.0	0.0	0.0	0.0
Total Revenue	734.4	731.2	797.1	846.9	1,003.1
YoY growth	<i>30.6%</i>	(0.4%)	9.0%	6.2%	18.4%
Gross profit (excluding onetime bulk operation)	239.4	284.0	314.7	351.7	418.7
% of Revenue (excluding onetime bulk operation)	39.3%	38.8%	39.5%	41.5%	41.7%
Gross profit onetime bulk operation	14.3				
% of Revenue	11.5%				
S&M	118.1	149.6	185.2	202.3	231.2
G&A	20.2	32.8	39.6	37.4	45.7
Total SG&A	138.2	182.4	224.8	239.7	277.0
Less: SBC	0.0	(11.6)	(11.1)	0.5	(0.1)
SG&A excluding SBC	138.2	170.8	213.7	240.2	276.8
% of Revenue, excluding onetime bulk operation	22.7%	23.4%	<i>26.8%</i>	28.4%	27.6%
% of Revenue	18.8%	23.4%	26.8%	28.4%	27.6%
Other income	(1.1)	(1.6)	(0.3)	(0.1)	(0.2)
Other expenses, net	5.3	0.0	0.5	0.3	3.8
GAAP EBIT	111.3	103.2	89.8	111.8	138.2
% of Revenue	15.2%	14.1%	11.3%	13.2%	13.8%
Adj. EBIT (exc. SBC, onetime and other)	101.1	113.2	101.0	111.4	141.9
% of Revenue, excluding onetime bulk operation	16.6%	15.5%	12.7%	13.2%	14.1%

Historical Quarterly P&L and Net Income Reconciliations (Jan – Sep. YTD) NIS M



	YTD Q3 2020	YTD Q3 2021	YTD Q3 2022	YTD Q3 2023	YTD Q3 2024
Interest expenses, net	11.7	11.9	13.8	19.5	15.9
Interest expenses onetime bulk operation	13.3				
ЕВТ	86.3	91.2	75.9	92.3	122.3
Adj. EBT (exc. SBC, onetime and other)	89.4	101.2	87.2	92.0	126.0
Taxes	22.1	24.9	20.4	22.8	30.0
GAAP Net Income	64.2	66.3	55.5	69.5	92.3
% of Revenue	<i>8.7%</i>	9.1%	7.0 %	<i>8.2%</i>	9.2%
Adj. Net Income (exc. SBC, one-time bulk operation in					
2020 and one-time IPO costs in 2020)	67.8	77.9	66.6	69.0	92.5
% of Revenue, excluding onetime bulk operation	11.1%	10.7%	8.4 %	8 .1%	9.2%
Net Income - Attributable to shareholders	53.2	54.4	44.9	60.6	83.0
Net Income - Attributable to non-controlling interests	11.0	11.9	10.6	8.9	9.3
GAAP Net Income	64.2	66.3	55.5	69.5	92.3
Net Income Adjustments:					
Total net income adjustments, net of taxes - one-time					
bulk operation	(8.0)				
SBC		11.6	11.1	(0.5)	0.1
Issuance costs / IPO expenses	4.5				
Total Net Income Adjustments:	3.7	11.6	11.1	(0.5)	0.1
Adjusted Net Income - Attributable to shareholders Adjusted Net Income - Attributable to non-controlling	56.8	66.0	56.0	60.1	83.2
interests	11.0	11.9	10.6	8.9	9.3
Adjusted Net Income	67.8	77.9	66.6	69.0	92.5
Basic Shares O/S	142.3	142.3	142.1	139.1	139.4
EPS, attributable to shareholders	0.37	0.38	0.32	0.44	0.59
Adj. EPS attributable to shareholders	0.40	0.46	0.39	0.43	0.59

Historical Quarterly EBITDA Reconciliations (Jan – Sep. YTD)NIS M



	YTD Q3 2020	YTD Q3 2021	YTD Q3 2022	YTD Q3 2023	YTD Q3 2024
Net Income	64.2	66.3	55.5	69.5	92.3
Plus Interest Expense, net	25.0		13.8	19.5	15.9
Plus Income Taxes	22.1	24.9	20.4	22.8	30.0
Plus D&A	31.7	37.8	47.7	54.8	65.3
Plus Other Expense, net	4.2	(1.6)	0.2	0.2	3.6
EBITDA Post IFRS 16 (exc. Other Expenses)	147.2	139.4	137.7	166.8	207.1
Plus SBC	0.0	11.6	11.1	(0.5)	0.1
Minus IFRS 16	(33.1)	(41.5)	(45.7)	(54.2)	(62.9)
Adjusted EBITDA Pre IFRS 16 (exc. SBC and Other	44.4	100.5	402.4	442.4	444.2
Expenses)	114.1	109.5	103.1	112.1	144.3
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)	99.7	109.5	103.1	112.1	144.3
% of Revenue, excluding onetime bulk operation	16.4%	15.0%	<i>12</i> .9%	13.2%	14.4%

Thank You

