

July 27, 2026

To: Phoenix Financial Ltd. (the “**Company**”)

Attn: Adv. Menachem Neeman, Deputy CEO, Chief Legal Counsel

Re: Interested Party Notice

AP Investments III Ltd (“**AP**”) is pleased to inform you as follows:

1. On July 27, 2026, AP entered into a transaction (outside of the stock exchange) for the sale of 6,216,651 ordinary shares, NIS 1.00 par value per share, of the Company, at a price of NIS 168.50 per share.
2. Please note that the sale process has not yet been completed and settled, and we anticipate that closing and settlement will be effected on July 30, 2026.

Sincerely,

AP Investments III Ltd