



Q2 2023 Earnings Presentation August 15th, 2023



Disclaimer

GAAP to Non-GAAP Reconciliations



This presentation does not constitute an offering to purchase or sell securities of Strauss Group Ltd. (the "Company") or an offer for the receipt of such offerings. The presentation's sole purpose is to provide information. The Information provided in the presentation concerning the analysis of the Company's activity is only an extract, and in order to receive a complete picture of the Company's activity and the risks it faces, one should review the Company's reports to the Israel Securities Authority and the Tel Aviv Stock Exchange.

The presentation may contain forward-looking statements as defined in the Israeli Securities Law, 5728-1968. All forward-looking statements in this presentation are made based on the Company's current expectations, evaluations and forecasts, and actual results may differ materially from those anticipated, in whole or in part, as a result of different factors including, but not limited to, changes in market conditions and in the competitive and business environment, regulatory changes, currency fluctuations or the occurrence of one or more of the Company's risk factors. In addition, forward-looking forecasts and evaluations are based on information in the Company's possession while preparing the presentation. The Company does not undertake any obligation to update forward-looking forecasts and evaluations made herein to reflect events and/or circumstances that may occur after this presentation was prepared.

In addition to reporting financial results in accordance with generally accepted accounting principles (GAAP), the Company provides non-GAAP operating results which include the results of jointly controlled entities as if they were proportionately consolidated. Strauss Group has a number of jointly controlled companies: the Três Corações joint venture (3C) - Brazil (a company jointly held by Strauss Group (50%) and by the São Miguel Group (50%) in Brazil), Sabra Dipping Company (a 50%/50% JV with PepsiCo in the U.S. and Canada), Strauss Frito-Lay Ltd. (a 50%/50% JV with PepsiCo Frito-Lay in Israel) and PepsiCo Strauss Fresh Dips & Spreads International (a 50%/50% JV with PepsiCo outside the U.S. and Canada).

In addition, non-GAAP figures exclude any share-based payments, mark to market of commodity hedging transactions as at end-of-period, other expenses or income and taxes referring to these adjustments.

Company Management believes that these measures provide investors with transparency by helping to illustrate the underlying financial and business trends relating to the Company's results of operations and financial position and comparability between current and prior periods. Management uses these measures to establish and monitor budgets and operational goals and to evaluate the performance of the Company. Please see the GAAP to non-GAAP reconciliation tables in the Company's MD&A Report for a full reconciliation of the Company's GAAP to non-GAAP results.





Shai Babad

Group CEO





WE ARE A LEADING FOOD AND BEVERAGE COMPANY

NIS 5,179M H1 Sales NIS 219M H1 Net Profit

c18,000 Employees 11.9%
Market Share
Strauss Israel (1)

Platinum+
Maala Index Ranking

c20
Countries

cNIS 10B
Market Cap

TOP 100 brands in Israel (Globes)



A WELL-BALANCED PORTFOLIO ACROSS OUR BUSINESS UNITS WITH HIGH PERFORMING LOVEABLE BRANDS

(sales, growth)

Strauss Israel



NIS **2,020m** (+15.6%)

Strauss Coffee



NIS **2,506m** (+12.6%)

Strauss Water



NIS **392m** (+2.5%)

Sabra & Obela



NIS **260m** (+35%)

































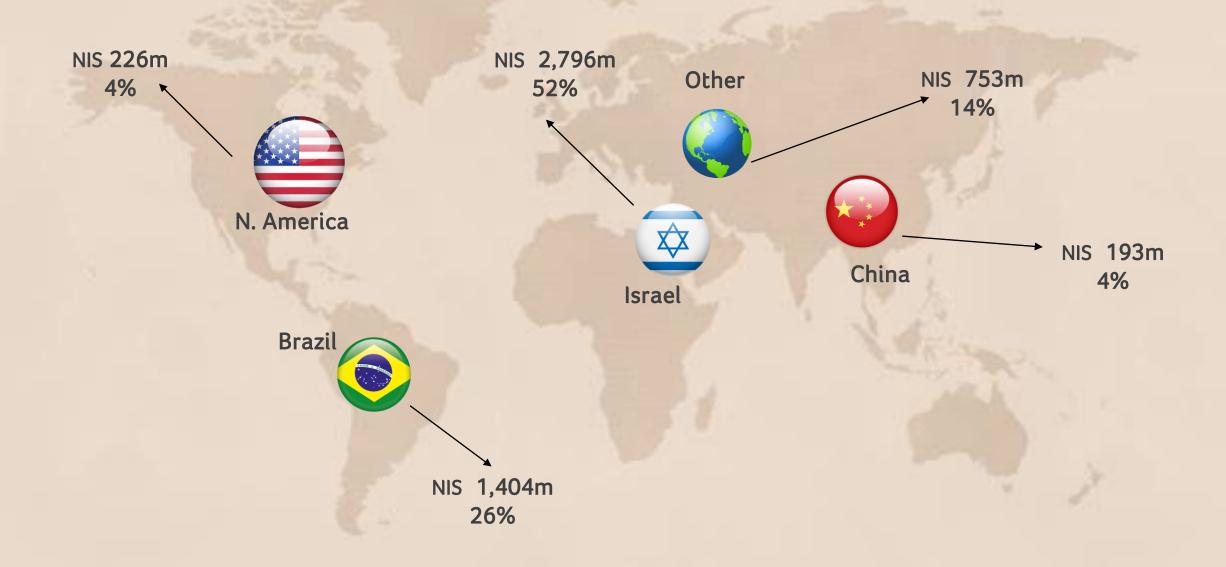








AND A DIVERSE GEOGRAPHICAL MIX





OUR FINANCIAL PERFORMANCE IS PROGRESSING ACCORDING TO OUR STRATEGIC PRIORITIES

Group Sales (NIS)

> 5,179 +13.9%

LY

4,548

Organic growth (%)

+10.1%

+8.0%

Gross profit (NIS, margin %)

1,676

(32.4%)

1,353 (29.8%)

EBIT

(NIS, % margin)

379

(7.3%)

204 (4.5%)

NET Profit (NIS, % margin)

219

(4.2%)

LY 113 (2.5%) OCF (NIS)

-165

16

FCF (NIS)

-365

-160

CAPEX

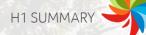
(NIS, % of sales)

200

(3.9%)

176

(3.9%)



OUR RTP MODEL HELPED US BUILD CLEAR STRATEGIC PRIORITIES



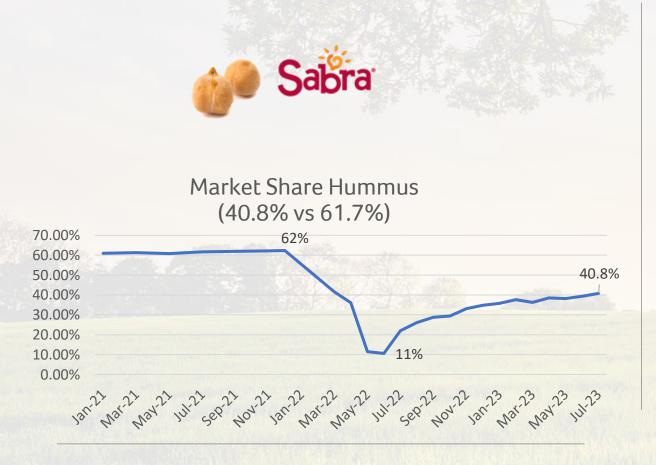
RECOVER

TRANSFORM

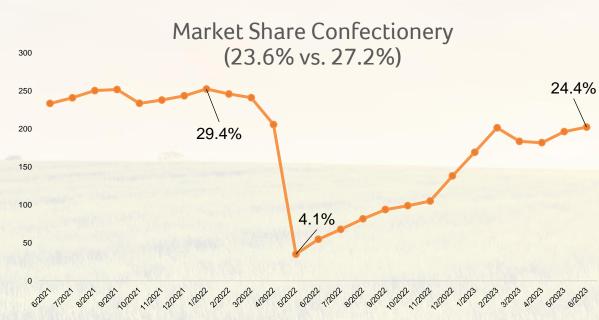
PERFORM

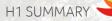


Recovering businesses in our portfolio









Continuing our journey to build unified operations and promoting ONE in Israel

Building a unified operations organization

Investing in our Food safety and quality

Boosting our digital transformation to enable agile and fast operations

Finalizing
centers of
excellence in
Israel in finance,
HR and
Operations

Strengthening our Consumer centricity to enable better solutions for our consumers

Building infrastructure and systems to boost our resilience

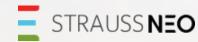


PERFORM - GROWTH



Promoting future growth

Cutting edge innovation



 Building internal infrastructure for innovation that will create future growth engines in several categories

The Kitchen

FoodTech Hub

- New location in Rehovot
- Gearing up for the FoodtechIL event in November

Global infrastructure

New Manufacturing Facility in China

investment together with Haier
 Strauss Water in a new
 production facility in China



Strategic initiatives

Strategy Review

 We are working on our strategy review



PUSHING FORWARD: OUR PLANS FOR Q3 2023

Strategy review

Focus on improving profitability

Building growth engines

FoodtechIL 2023 event

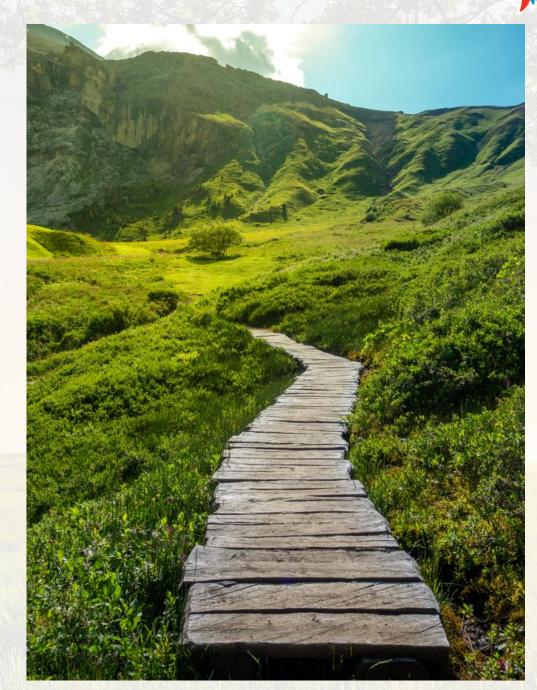
Digital transformation progress

ONE - Continue focus on Operations, finance and HR excellence

Enhancing ESG capabilities

Portfolio optimization

Continue boosting quality & safety





Ariel Chetrit

Group CFO



Q2 Highlights – Strauss Group



Strauss Group

- Strauss Group posts net sales growth of 15.3% (+12.4% organic excluding FX effect) which was led by growth in Israel, mainly due to the return of confectionary to the shelves, and by Sabra's recovery in hummus sales
- The group continues to face significant input inflation headwinds as green coffee, raw milk, sugar and packaging materials rose significantly, double digit, during the quarter
- To combat profitability erosion, the Group implemented further productivity and efficiency measures among others
- The NIS continued to weaken against major and other currencies during the quarter mainly the BRL and the USD which contributed NIS 58 million to sales







Strauss Israel

- Strauss Israel sales grew by 15.6% in the quarter led by Confectionery (due to the recall last year) and dairy
- Growth was driven by a volume increase of 11.2% and a price increase of 4.4%
- Strauss Israel raised prices twice during the quarter as a result of rising commodity prices and other input inflation
- Health & Wellness segment grew 12.3% and EBIT grew 19.9% to NIS 77 million in the second quarter mainly due to dairy; profitability improved to 10.2% from 9.6% in the corresponding quarter
- Fun & Indulgence segment posted an operating profit YTD of NIS 24 million due to Confectionery recovery but was flat during the quarter
- Confectionery market share continued to improve during the quarter and reached 23.6% in the second quarter compared to 21.3% in the first quarter

















Strauss Coffee

- Sales increased by 7.1% in the second quarter, led by Romania and Poland and a positive FX effect
- Sales in Brazil rose 2.4% mainly due to higher selling prices; EBIT declined due to higher green coffee prices, material costs and selling expenses
- R&G market share in Brazil reached 33.8%, an increase of 1.1%
- Coffee Israel sales declined 6.1% as competition intensifies and margins eroded due to higher green coffee prices, the NIS weakness as well as other input inflation
- Brazil, Romania, Poland & Serbia posted strong sales growth mainly due to higher selling prices. Ukraine sales were down by -15% due to population shrinking as a result of the Russian Ukraine war
- Positive FX translation effects on sales, mainly as a result of the strengthening of the BRL against the NIS





















International Dips & Spreads

- Sabra sales continued to improve from the previous quarter trough, almost doubling as the company returns to full production
- Sabra's operating loss amounted to USD3 million
- Sabra's market share continues to improve and reached 40.8% in July, maintaining its #1 position















Strauss Water

- Strauss water sales rose 2.2% during the second quarter
- Input inflation headwinds along with the weak NIS continued to erode profit and profitability in Israel
- Haier Strauss Water (HSW) sales grew 11.9% in local currency and net income rose an impressive 37.1%













Growth and Innovation

- The total fair value of the 24 portfolio companies of the Kitchen FoodTech Hub amounted to NIS 613 million at the end of the 2nd quarter, compared to NIS 559 million as of June 30th 2022
- The Kitchen FoodTech Hub 2.0 began to operate and has moved to its new offices in Rehovot



Financial Highlights Reported Non GAAP



Q2 2023

Q2'23 Sales: NIS 2,625mm; growth: 15.3%, Organic Sales growth: 12.4%

Q2'23 Gross margins: 31.9% (up 150 bps vs. Q2'22)

EBIT and EBIT margins: NIS 171mm (up 65.2%); 6.5% (up 200 bps vs. Q2'22)

Net income and net margins: NIS 85mm (up 21.3%); 3.2% (up 10 bps vs. Q2'22)

YTD 2023

YTD 2023 Sales: NIS 5,179mm; growth: 13.9%, YTD Organic Sales growth: 10.1%

YTD 2023 Gross margins: 32.4% (up 260 bps vs. YTD 2022)

EBIT and EBIT margins: NIS 379mm (up 84.6%); 7.3% (up 280 bps vs. YTD 2022)

Net income and net margins: NIS 219mm (up 94.5%); 4.2% (up 170 bps vs. YTD 2022)

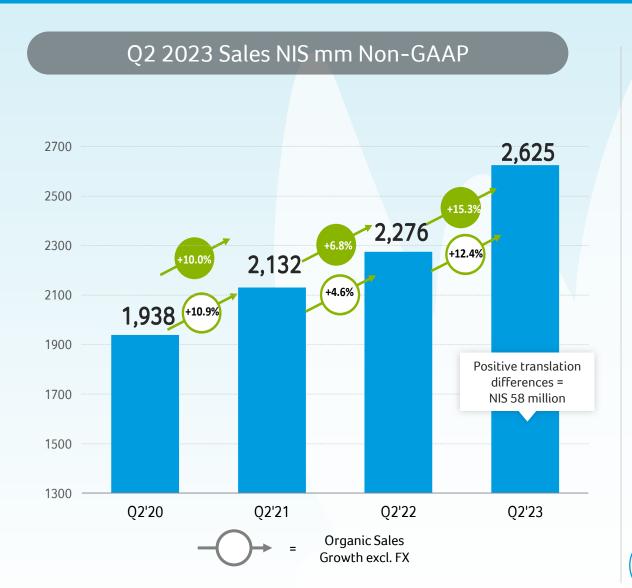


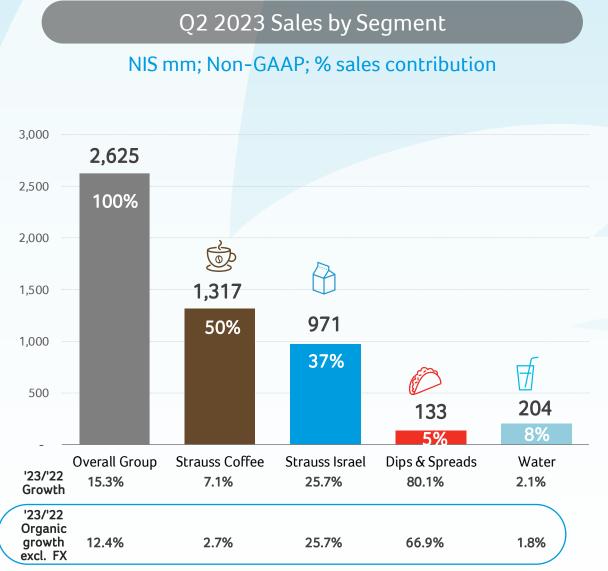
Q2 2023



Sales

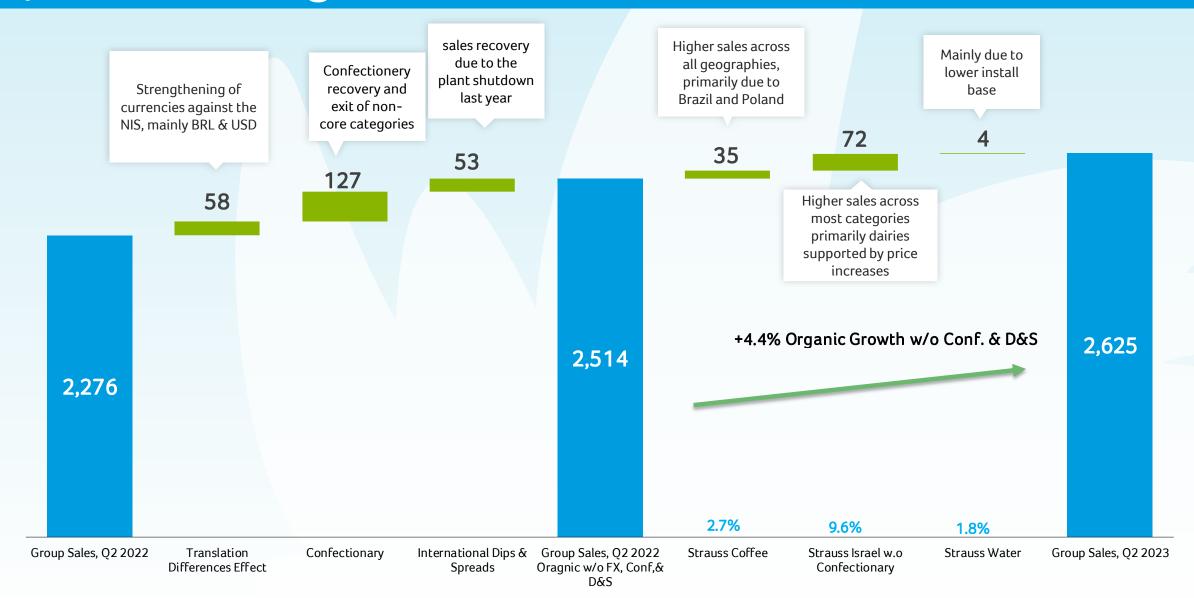






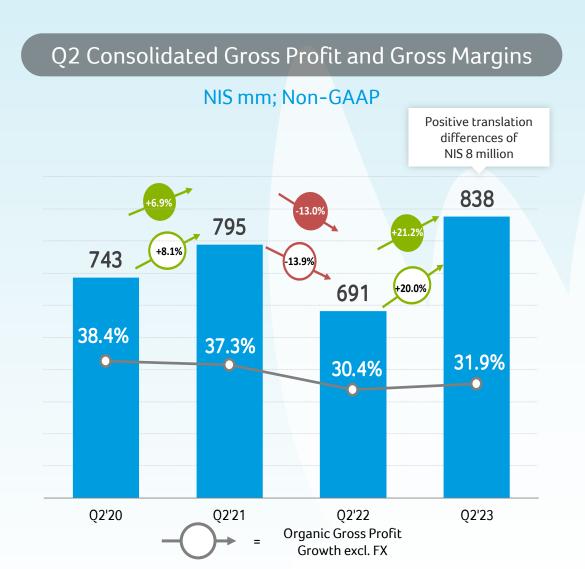
Q2 Sales Bridge | NIS mm; Non-GAAP; Q2'22 to Q2' 23





Gross Profit

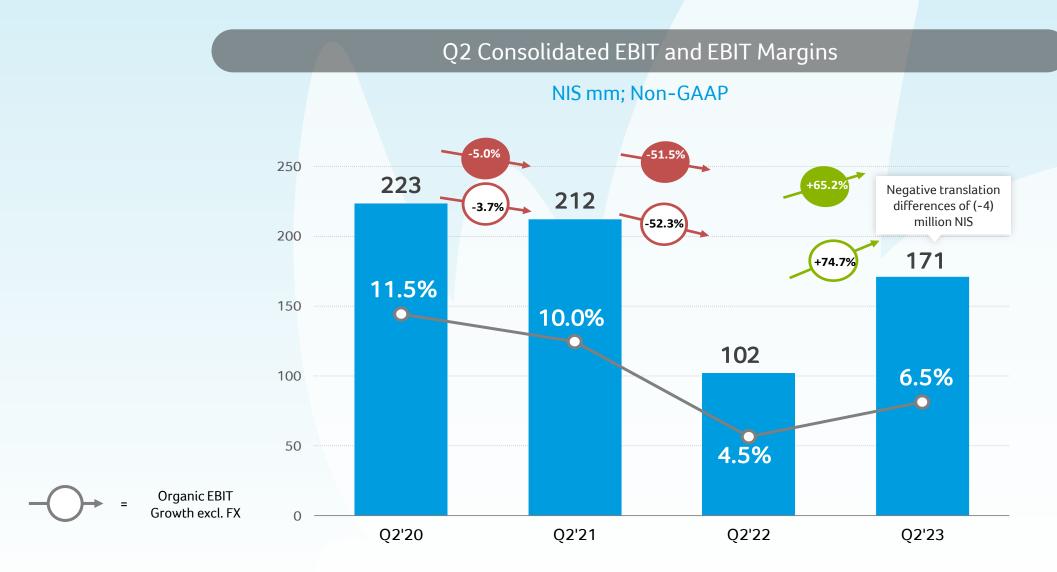






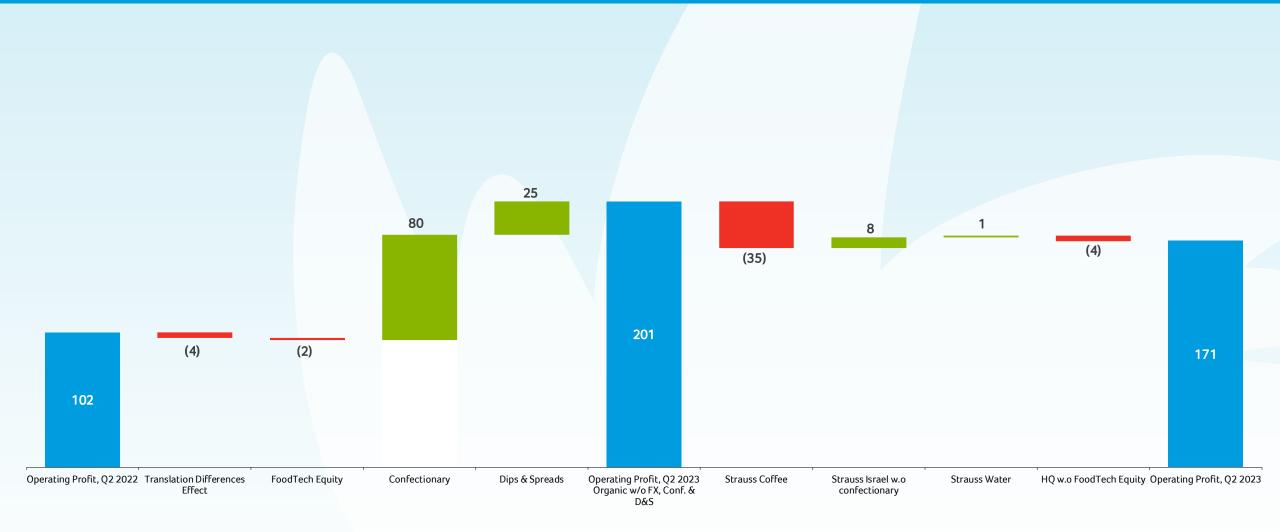
EBIT





Q2 EBIT Bridge NIS mm; Non-GAAP; Q2'22 to Q2'23

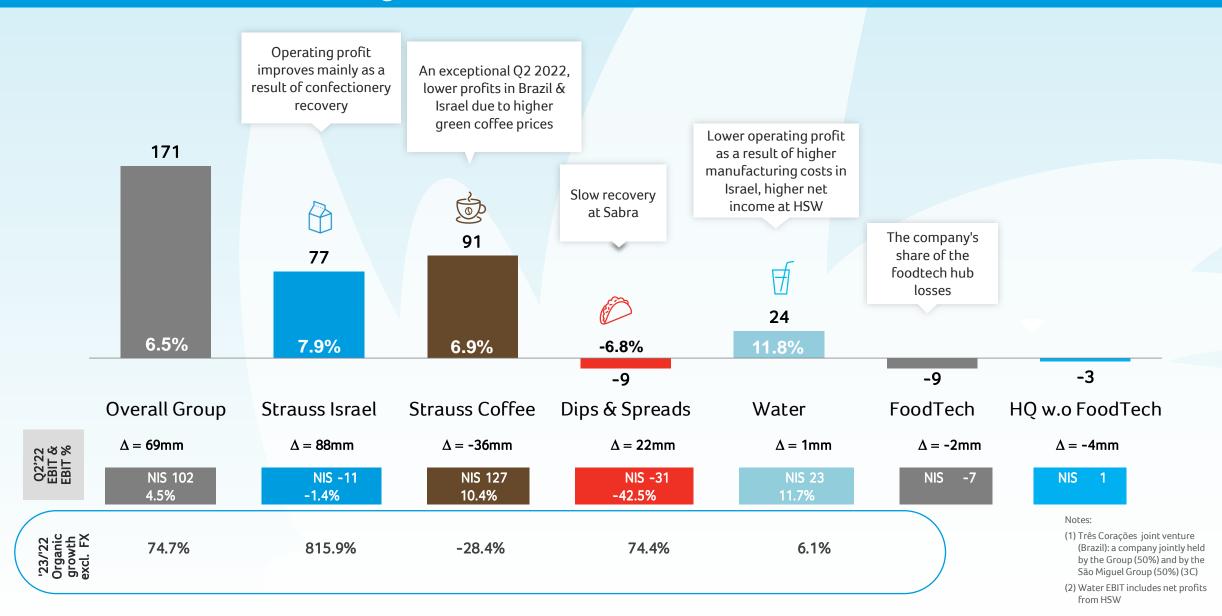




Q2 2023 EBIT and EBIT Margins

Strauss

NIS mm; Non-GAAP; % Margin

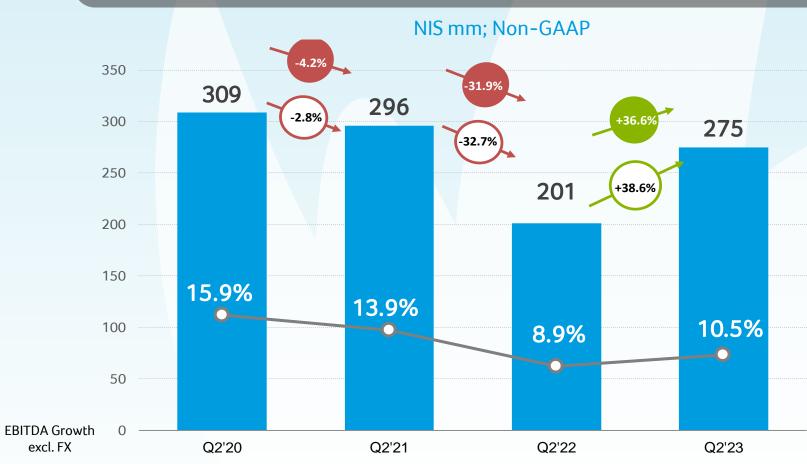


EBITDA

excl. FX

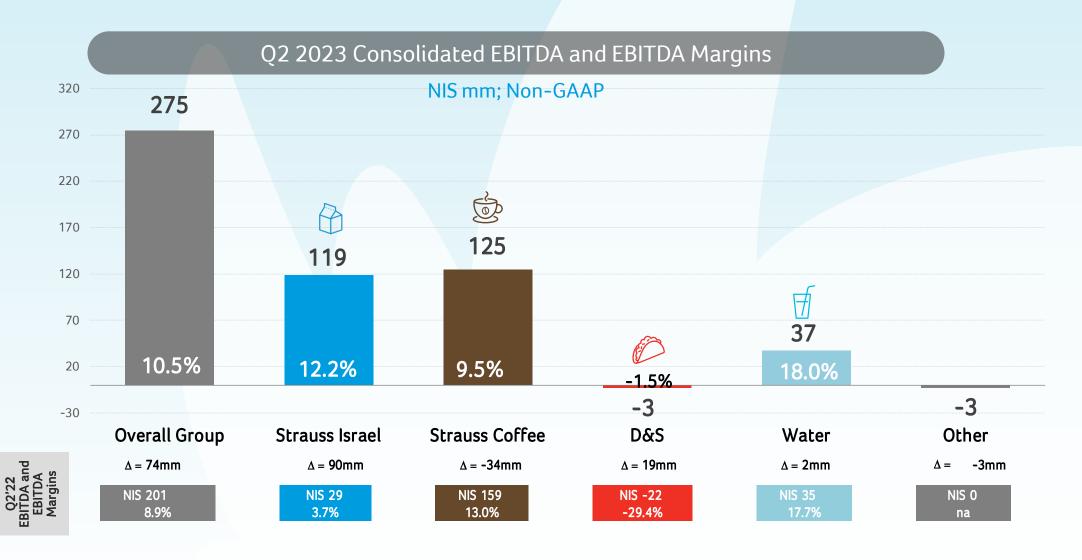






EBITDA





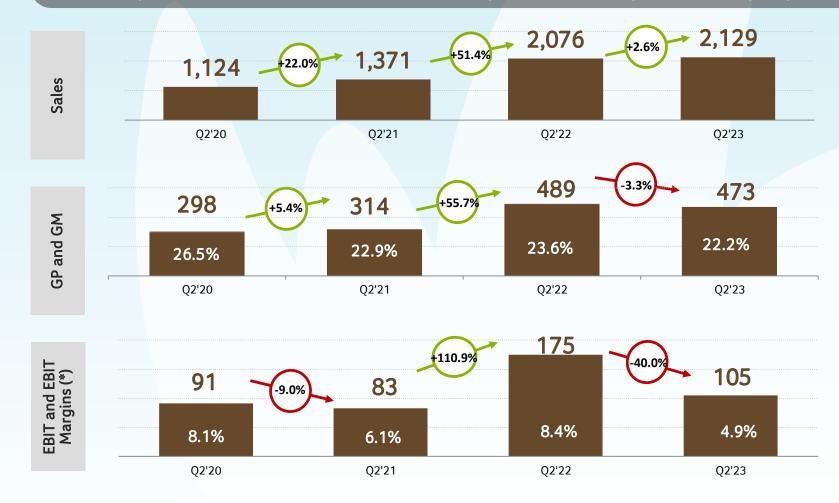


Três Corações Alimentos S.A. (Três Corações J.V.)



Q2 Snapshot | BRL mm for 100% ownership and including inter-company sales



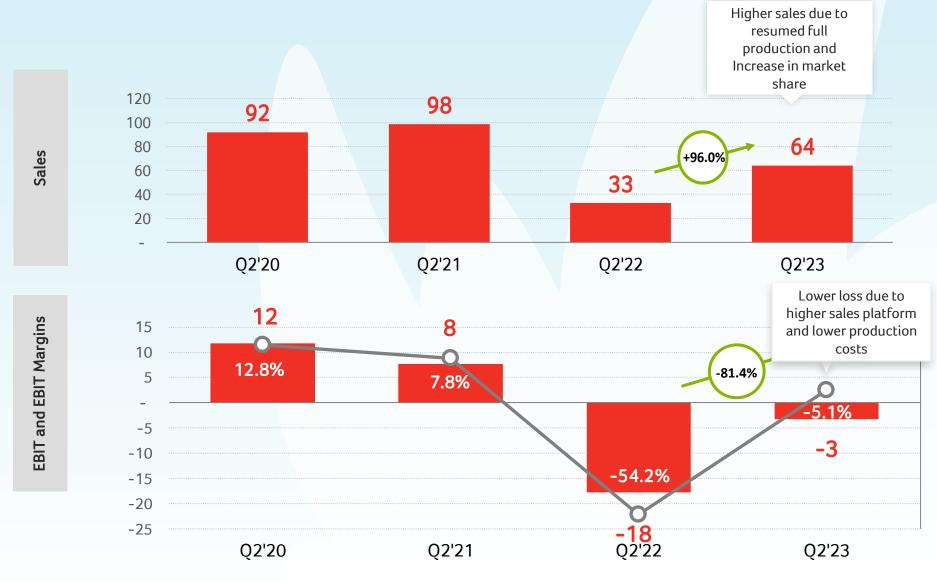


Note: Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C). Source: Três Corações Alimentos S.A. Consolidated Interim Financial Statements as of June 30th, 2023.



Sabra Q2 Snapshot | \$ mm; Non-GAAP; for 100% share







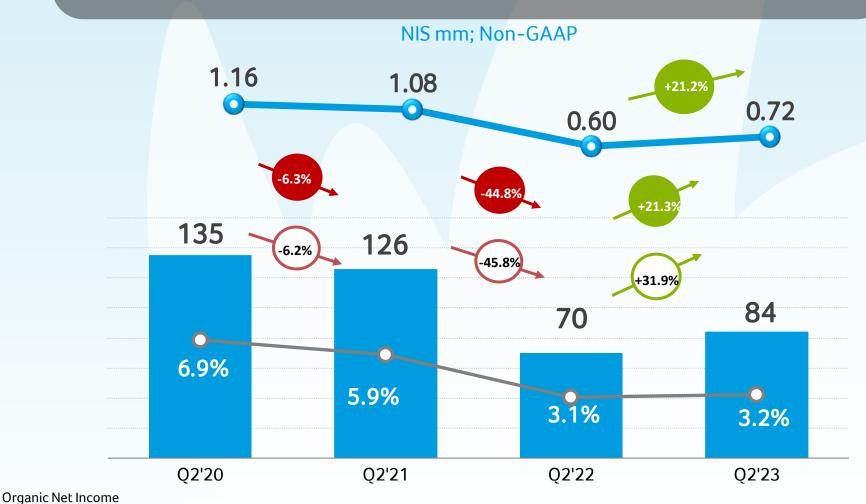


Net Income

Growth excl. FX

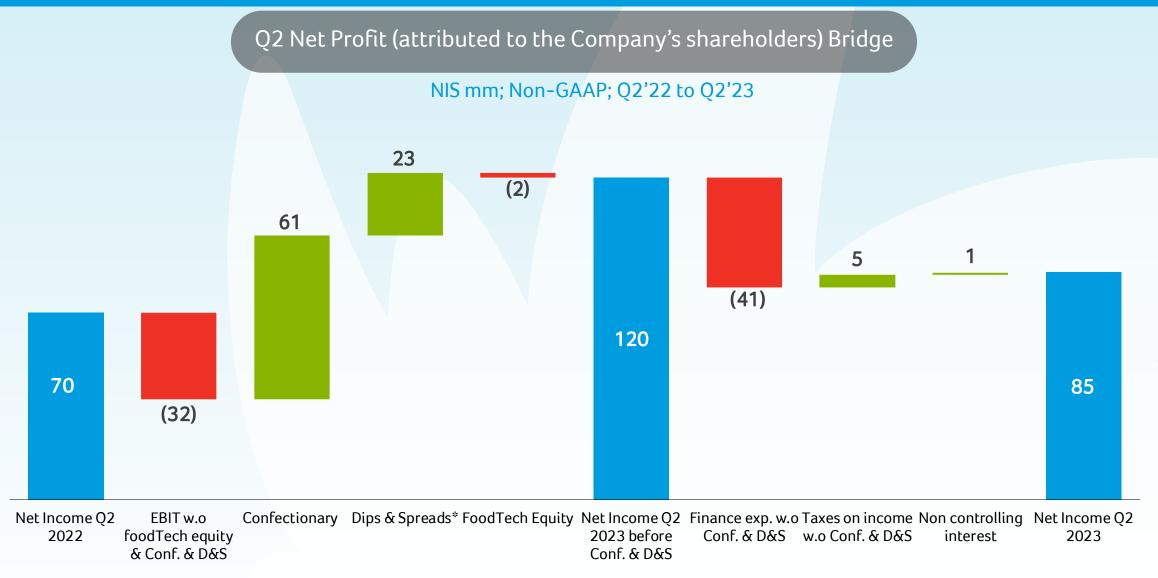


Q2 Net Profit (attributed to the Company's shareholders), Net Margins and EPS



Net Income

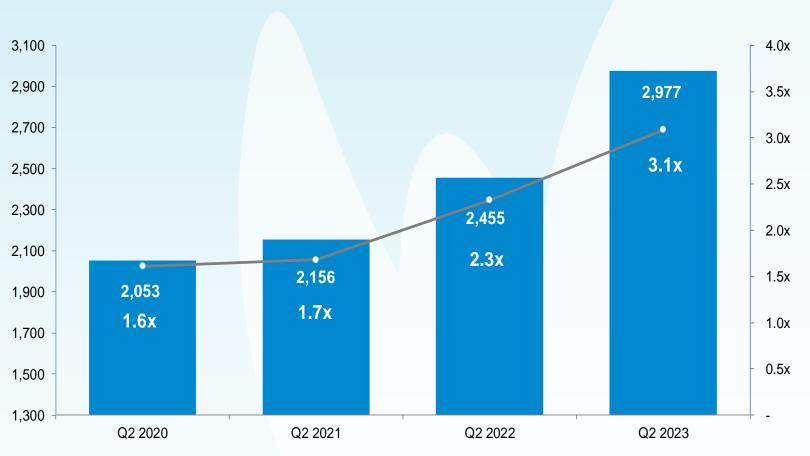




Net Debt and Net Debt / EBITDA (LTM)



Non-GAAP EBITDA, net debt includes partnerships; NIS mm





Q2 GAAP and Non-GAAP | Financial Highlights, NIS mm

	GAAP			Adjusted Non-GAAP		
	Q2 2023	Q2 2022	% Chg.	Q2 2023	Q2 2022	% Chg.
Sales	1,631	1,421	14.8%	2,625	2,276	15.3%
Gross Profit	587	502	16.8%	839	691	21.2%
GP Margin	36.0%	35.3%		31.9%	30.4%	
Operating Profit	159	76	108.6%	171	102	65.2%
EBIT Margin	9.7%	5.4%		6.5%	4.5%	
Net Profit (to SH)	73	55	31.6%	85	70	21.3%
NP Margin	4.4%	3.9%		3.2%	3.1%	
Operating Cash Flow	59	120		61	140	
Capex (1)	(101)	(76)		(127)	(99)	
Net debt	2,431	2,086		2,977	2,455	
Change in WC (CF)	(84)	(14)		(129)	(38)	





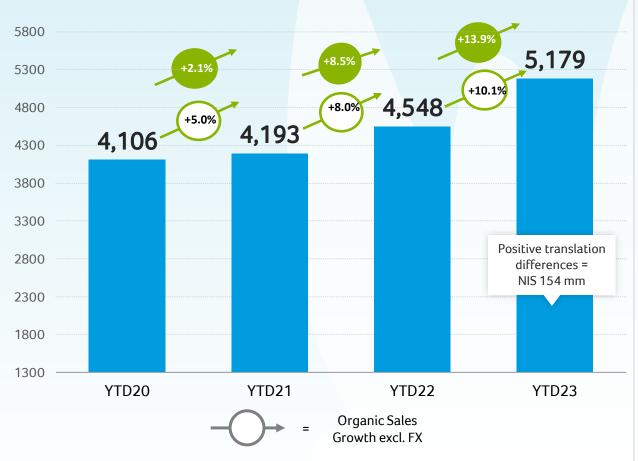
YTD 2023



Sales

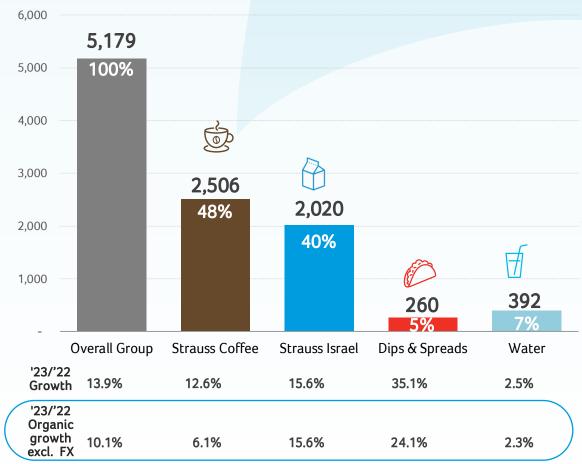


YTD 2023 Consolidated Sales NIS mm Non-GAAP



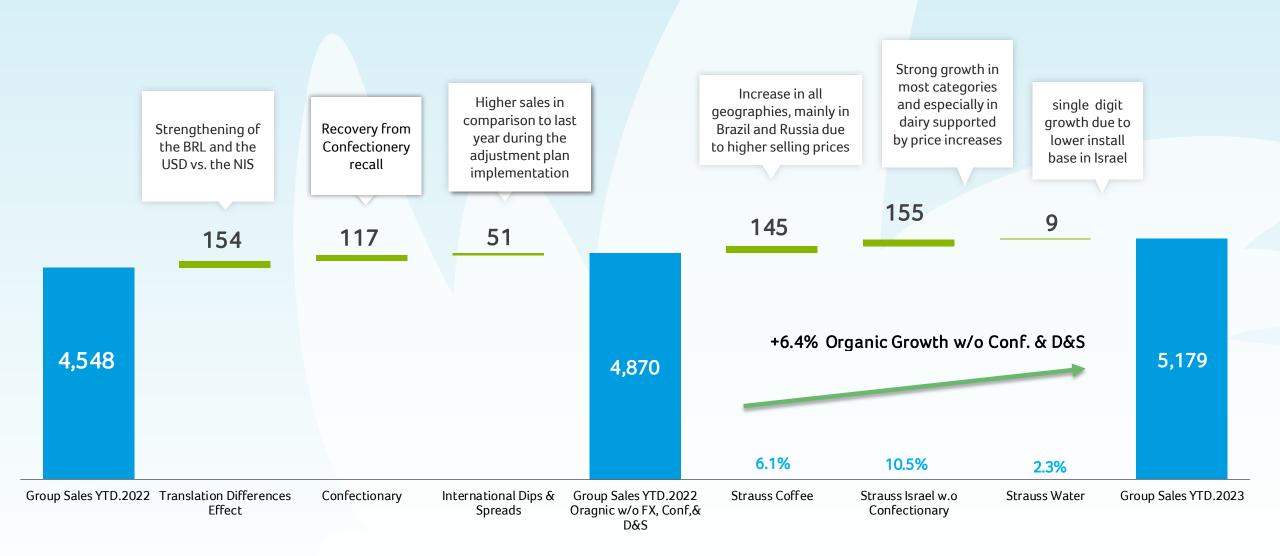
YTD 2023 Sales by Segment

NIS mm; Non-GAAP; % sales contribution



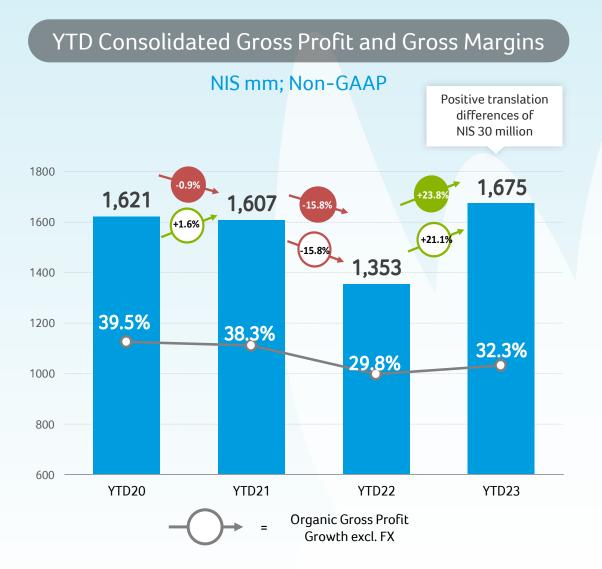
YTD Sales Bridge | NIS mm; Non-GAAP; YTD 2022 to YTD 2023

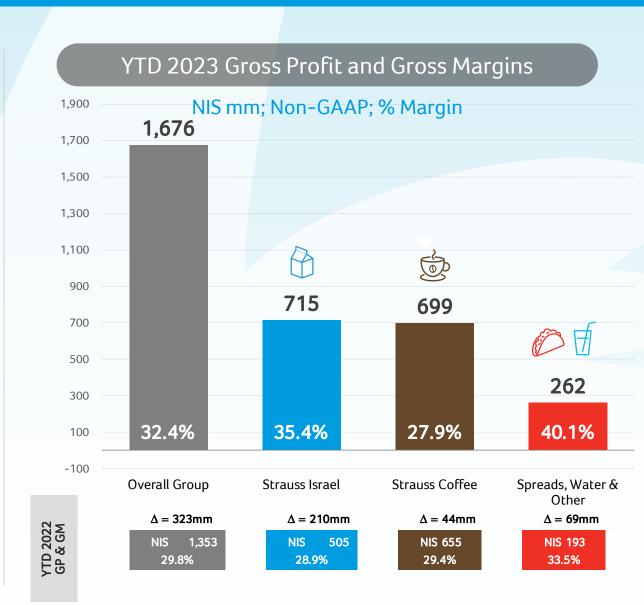




Gross Profit

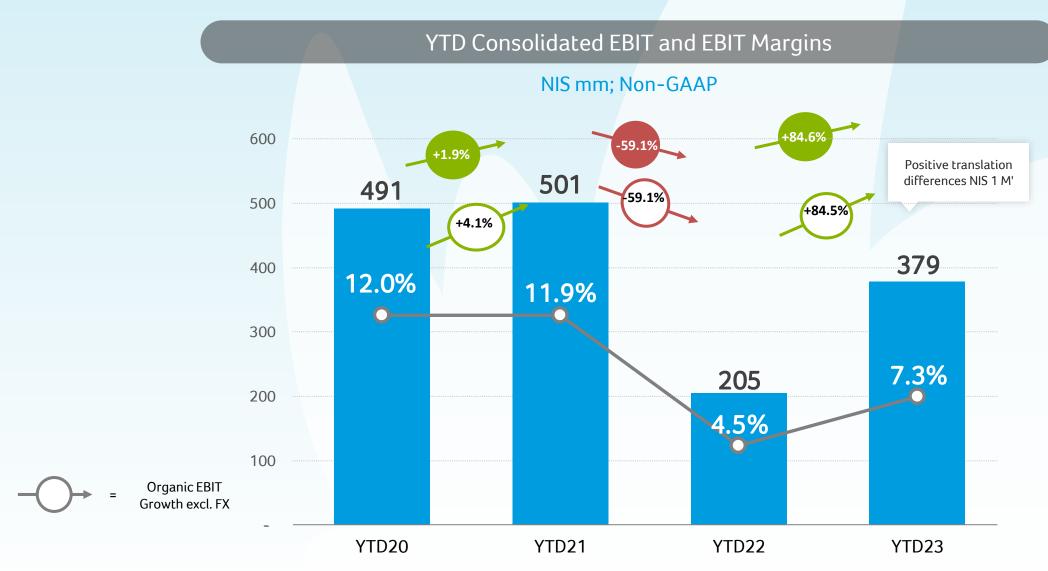






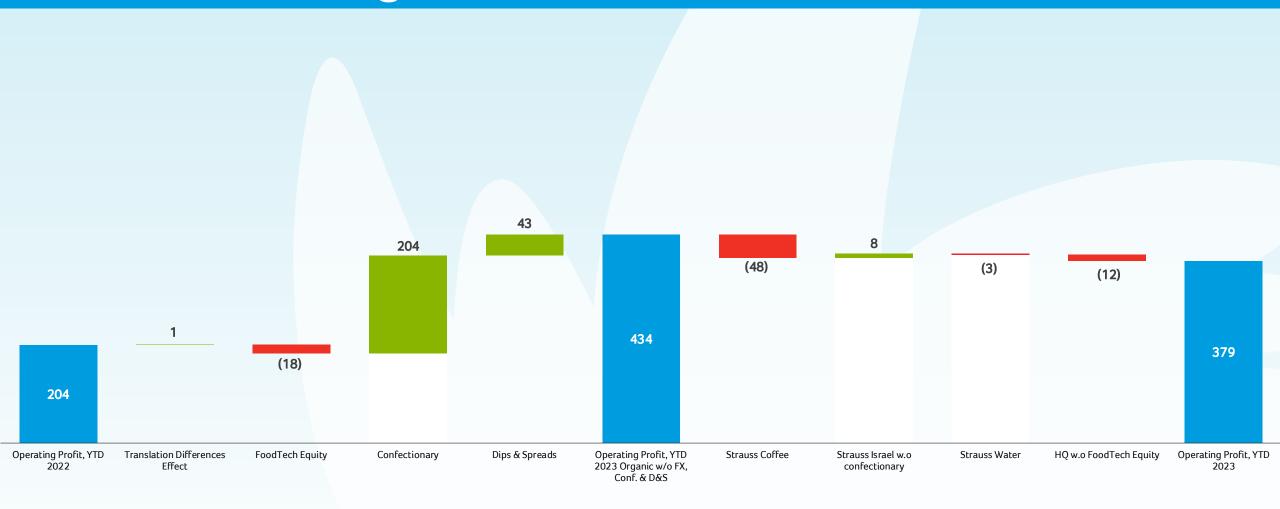
EBIT





YTD EBIT Bridge | NIS mm; Non-GAAP; YTD 2022 to YTD 2023

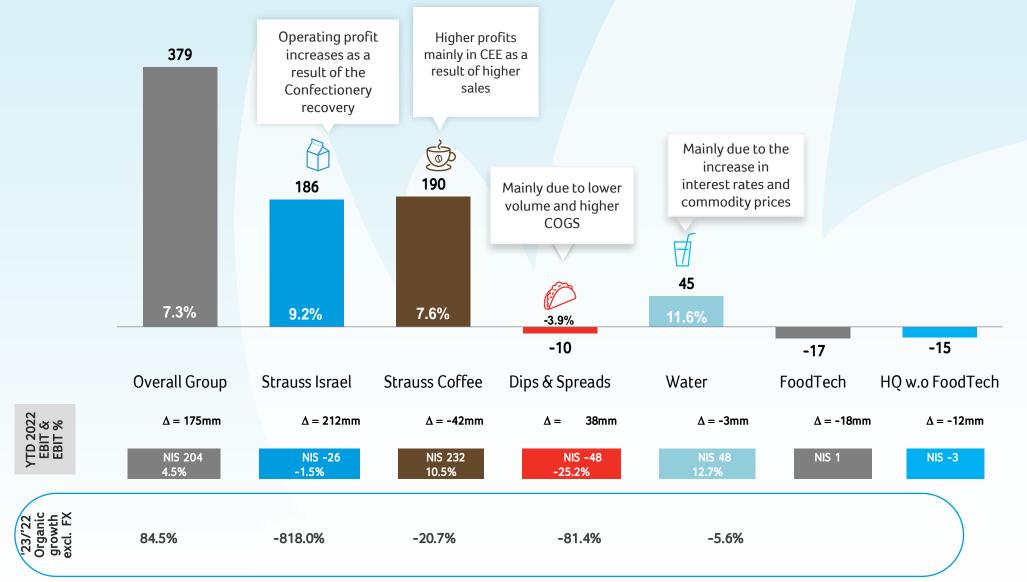




YTD 2023 EBIT and EBIT Margins



NIS mm; Non-GAAP; % Margin



Notes:

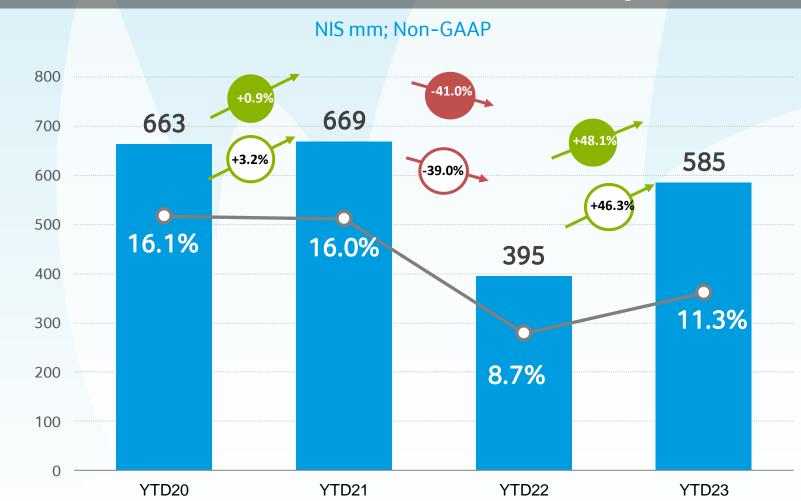
(1) Três Corações joint venture (Brazil): a company jointly held by the Group (50%) and by the São Miguel Group (50%) (3C)

EBITDA

EBITDA Growth excl. FX

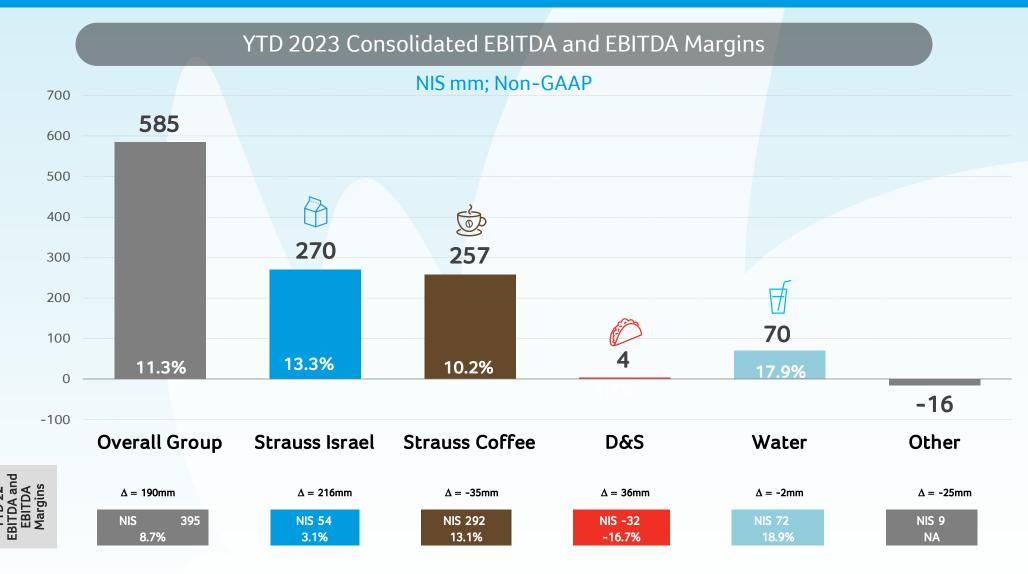






EBITDA







Três Corações Alimentos S.A. (Três Corações J.V.)



YTD Snapshot | BRL mm for 100% ownership and including inter-company sales







Sabra YTD Snapshot | \$ mm; Non-GAAP; for 100% share







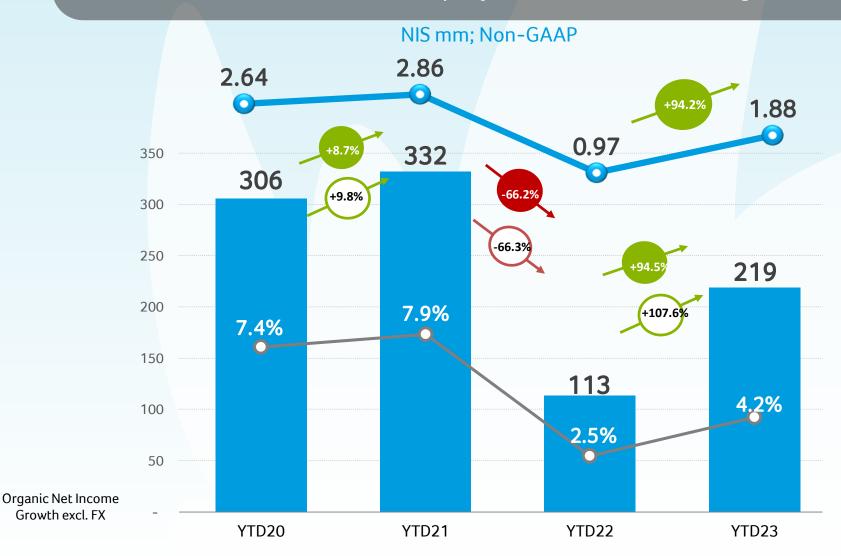


Net Income

Growth excl. FX

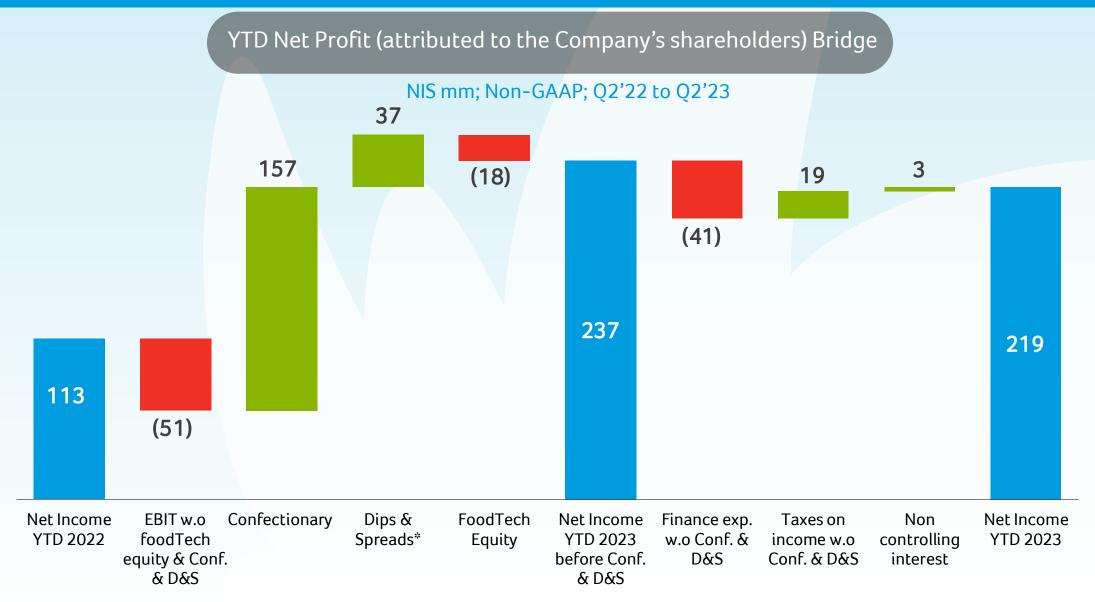


YTD Net Profit (attributed to the Company's shareholders), Net Margins and EPS



Net Income





YTD GAAP and Non-GAAP | Financial Highlights, NIS mm Strongs



		GAAP		Adjusted Non-GAAP			
	YTD 2023	YTD 2022	% Chg.	YTD 2023	YTD 2022	% Chg.	
Sales	3,344	2,932	14.1%	5,179	4,548	13.9%	
Gross Profit	1,247	961	29.8%	1,676	1,353	23.8%	
GP Margin	37.3%	32.8%		32.4%	29.8%		
Operating Profit	405	157	158.2%	379	204	84.6%	
EBIT Margin	12.1%	5.4%		7.3%	4.5%		
Net Profit (to SH)	304	69	339.8%	219	113	94.5%	
NP Margin	9.1%	2.4%		4.2%	2.5%		
Operating Cash Flow	4	89		(165)	16		
Capex ⁽¹⁾	(157)	(135)		(201)	(176)		
Net debt	2,431	2,086		2,977	2,455		
Change in WC (CF)	(350)	(103)		(618)	(285)		

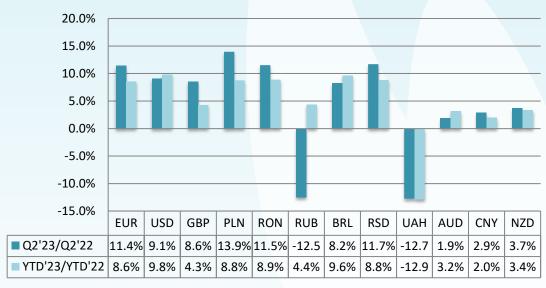


Currencies



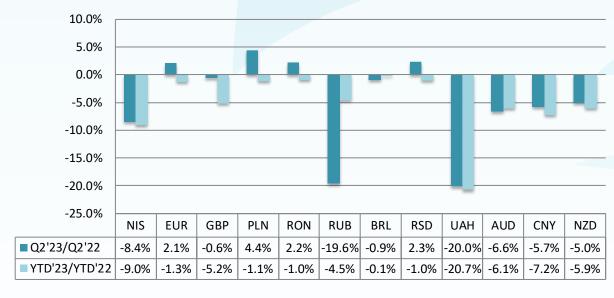
Local Currencies vs. the NIS

Change in average exchange rate (1 local currency = x NIS)



Local Currencies vs. the USD

Change in average exchange rate (1 local currency = x USD)





Strauss Israel Non-GAAP Financial Highlights Q2 and YTD 2023 NIS mm

	Stra	auss Israel (No	on GAAP)			
	Q2 2023	Q2 2022	% Chg.	YTD 2023	YTD 2022	% Chg.
Revenue:						
H&W	754	672	12.3%	1,497	1,341	11.7%
F&I	217	101	115.1%	523	407	28.6%
Total Revenue	971	773	25.7%	2,020	1,748	15.6%
Total Gross Profit	346	253	36.7%	715	505	41.5%
Gross Margins	35.7%	32.8%	2.9%	35.4%	28.9%	6.5%
EBIT:						
H&W	77	64	19.9%	162	146	10.7%
Margins	10.2%	9.6%	0.6%	10.8%	10.9%	(0.1%)
F&I		(75)	99.2%	24	(172)	113.7%
Margins	(0.3%)	(74.4%)	74.1%	4.5%	(42.4%)	46.9%
Total EBIT	77	(11)	808.2%	186	(26)	812.5%
Margins	7.9%	(1.4%)	9.3%	9.2%	(1.5%)	10.7%
EBITDA:						
H&W	101	88	15.5%	210	192	9.4%
Margins	13.5%	13.1%	0.4%	14.0%	14.3%	(0.3%)
F&I	18	(59)	129.2%	60	(138)	142.8%
Margins	8.0%	(58.7%)	66.6%	11.3%	(34.1%)	45.4%
Total EBITDA	119	29	316.3%	270	54	403.2%
Margins	12.2%	3.7%	8.5%	13.3%	3.1%	10.3%





Strauss Israel





YTD 2023 Strauss Israel Sales

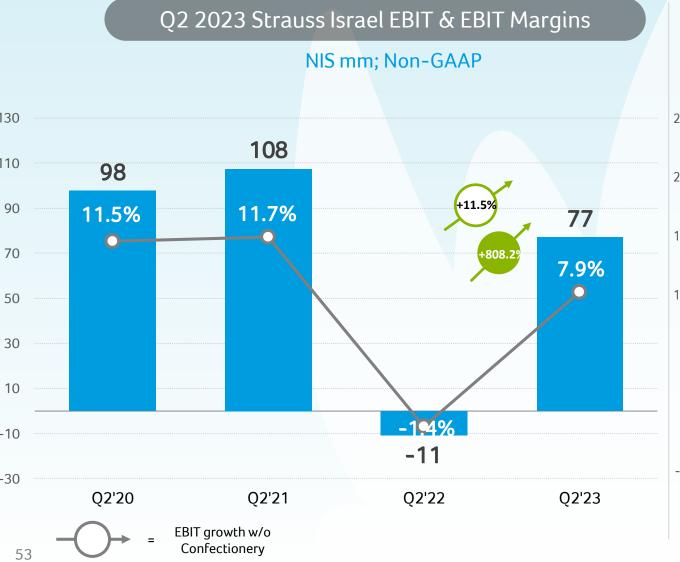
NIS mm; Non-GAAP

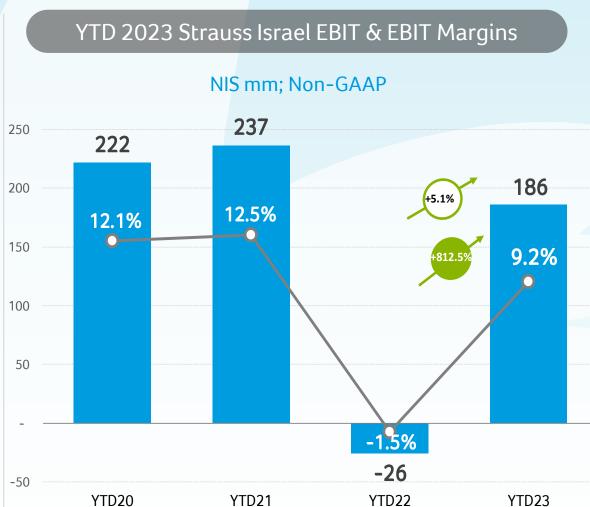




Strauss Israel

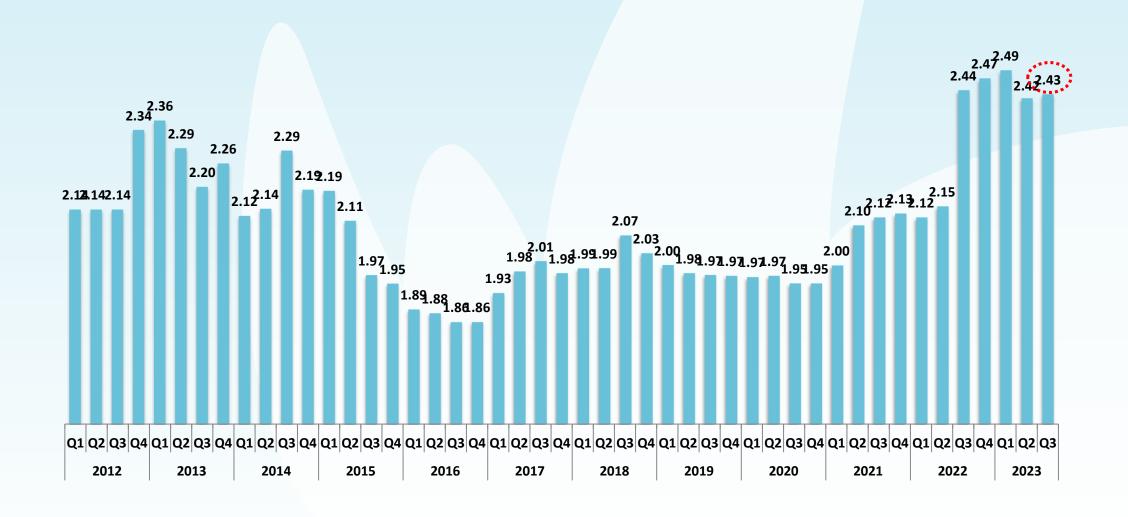






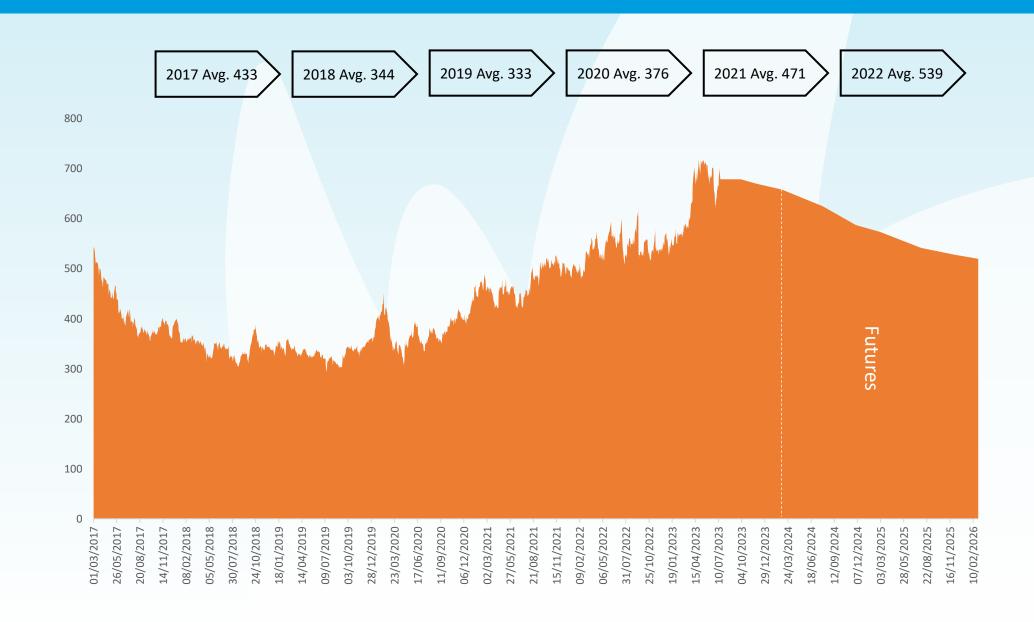
Target Milk Prices | 2012-2023 (ILS per Liter)





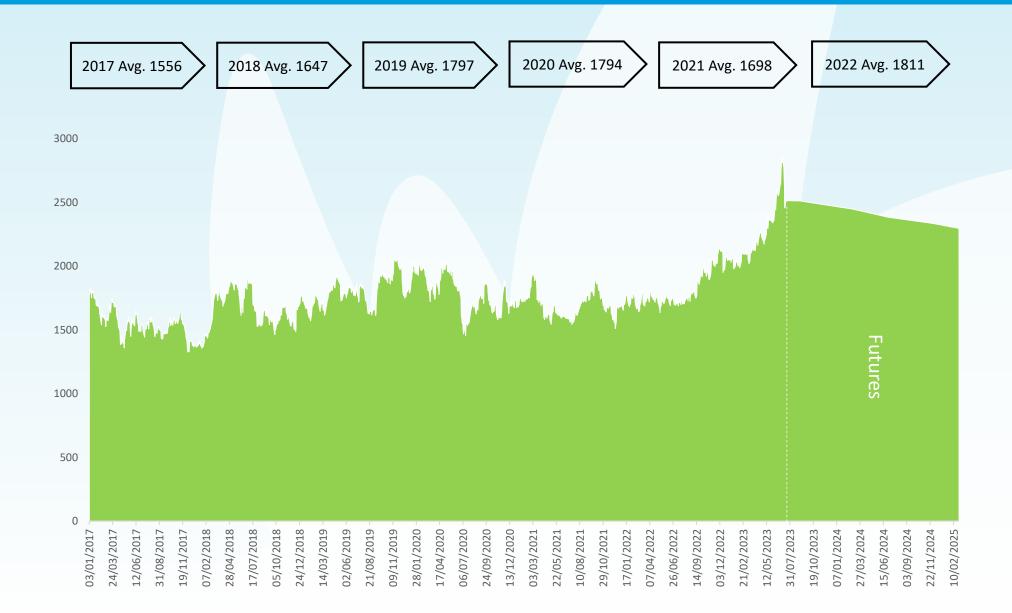
London Sugar Historical & Futures Prices | 2017-2023 (\$\T)





London Cocoa Historical & Futures Prices | 2017-2023 (GBP\T)







Strauss Coffee Non-GAAP Financial Highlights Q2 and YTD 2023 NIS mm



	Stra	auss Coffee (N	on GAAP)			
	Q2 2023	Q2 2022	% Chg.	YTD 2023	YTD 2022	% Chg.
Revenue:						
Israel	169	180	(6.1%)	407	395	3.0%
International	1,148	1,050	9.3%	2,099	1,831	14.6%
Total Revenue	1,317	1,230	7.1%	2,506	2,226	12.6%
Total Gross Profit	357	360	(1.2%)	699	655	6.6%
Gross Margins	27.1%	29.3%	(2.2%)	27.9%	29.4%	(1.6%)
EBIT:						
Israel	14	20	(33.5%)	53	67	(22.4%)
Margins	8.2%	11.6%	(3.4%)	12.9%	17.2%	(4.2%)
International	77	107	(27.7%)	137	165	(17.1%)
Margins	6.7%	10.2%	(3.5%)	6.5%	9.0%	(2.5%)
Total EBIT	91	127	(28.7%)	190	232	(18.6%)
Margins	6.9%	10.4%	(3.5%)	7.6%	10.5%	(2.9%)
EBITDA:						
Israel	25	31	(22.8%)	75	87	(14.9%)
Margins	14.6%	17.8%	(3.2%)	18.4%	22.2%	(3.9%)
International	100	128	(21.6%)	182	205	(11.2%)
Margins	8.7%	12.2%	(3.5%)	8.7%	11.2%	(2.5%)
Total EBITDA	125	159	(21.8%)	257	292	(12.2%)
Margins	9.5%	13.0%	(3.5%)	10.2%	13.1%	(2.9%)





Strauss Coffee | Non-GAAP Sales by Geography Q2 and YTD 2023 NIS mm



Strauss Coffee Sales								
			% Ch	ange			% Change	
	Q2 2023	Q2 2022	NIS	Local Currency	YTD 2023	YTD 2022	NIS	Local Currency
Israel	169	180	(6.1%)	(6.1%)	407	395	3.0%	3.0%
International:								
Três Corações Joint Venture (Brazil) (1)	783	705	11.1%	2.4%	1,404	1,264	11.1%	1.7%
Russia & Ukraine	171	191	(10.7%)	4.2%	336	283	18.5%	22.5%
Poland	90	71	25.9%	10.9%	169	135	25.2%	14.6%
Romania	60	48	26.2%	12.7%	111	86	29.2%	18.1%
Serbia	44	35	25.8%	12.6%	79	63	25.4%	14.8%
Total International	1,148	1,050	9.3%	4.2%	2,099	1,831	14.6%	6.7%
Total Coffee	1,317	1,230	7.1%	2.7%	2,506	2,226	12.6%	6.1%



Strauss Coffee



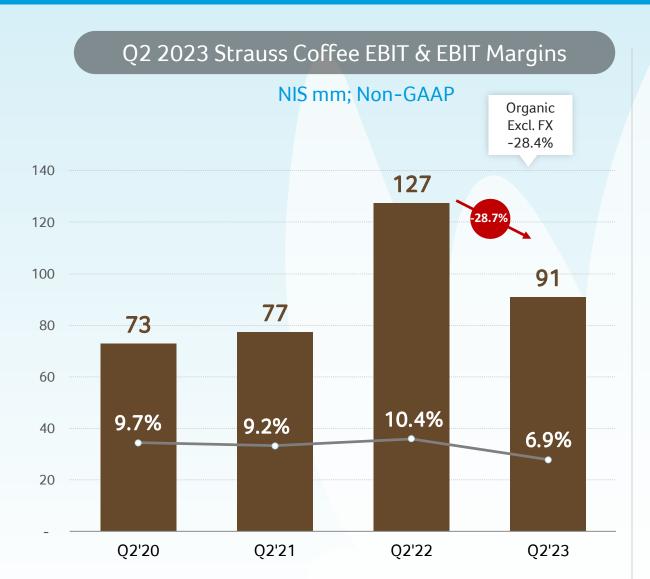


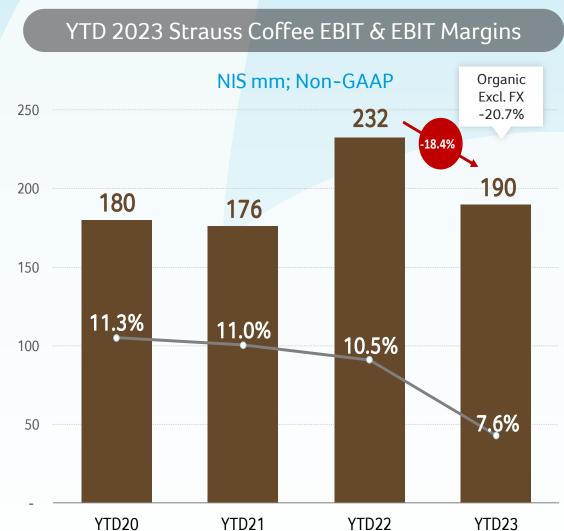




Strauss Coffee

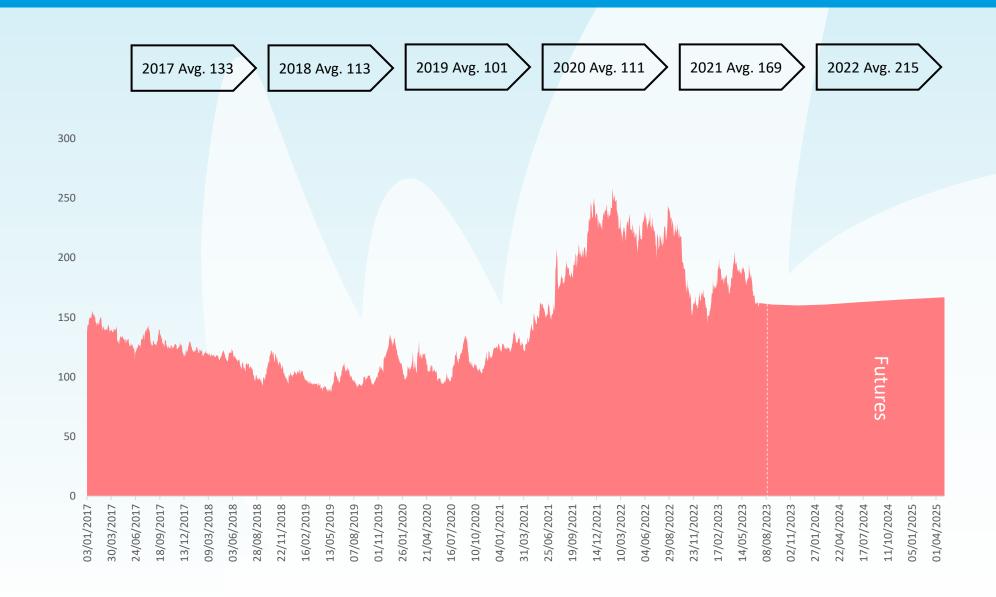






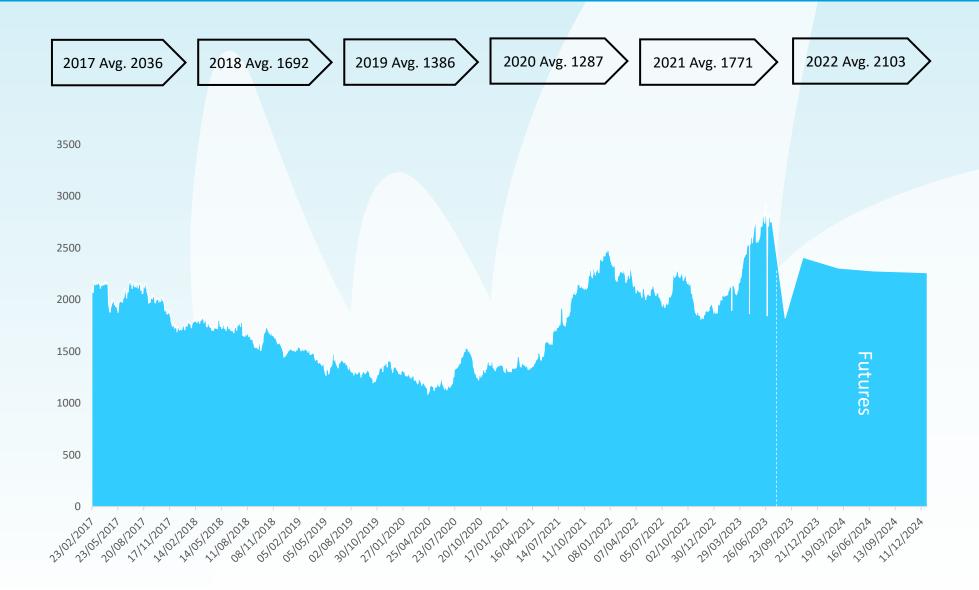
Arabica Historical & Futures Prices | 2017-2023 (C\Lbs.)





Robusta Historical & Futures Prices | 2017-2023 (\$\T)







International Dips & Spreads Strauss D&S Non-GAAP Financial Highlights | Q2 and YTD 2023 NIS mm; 50% share

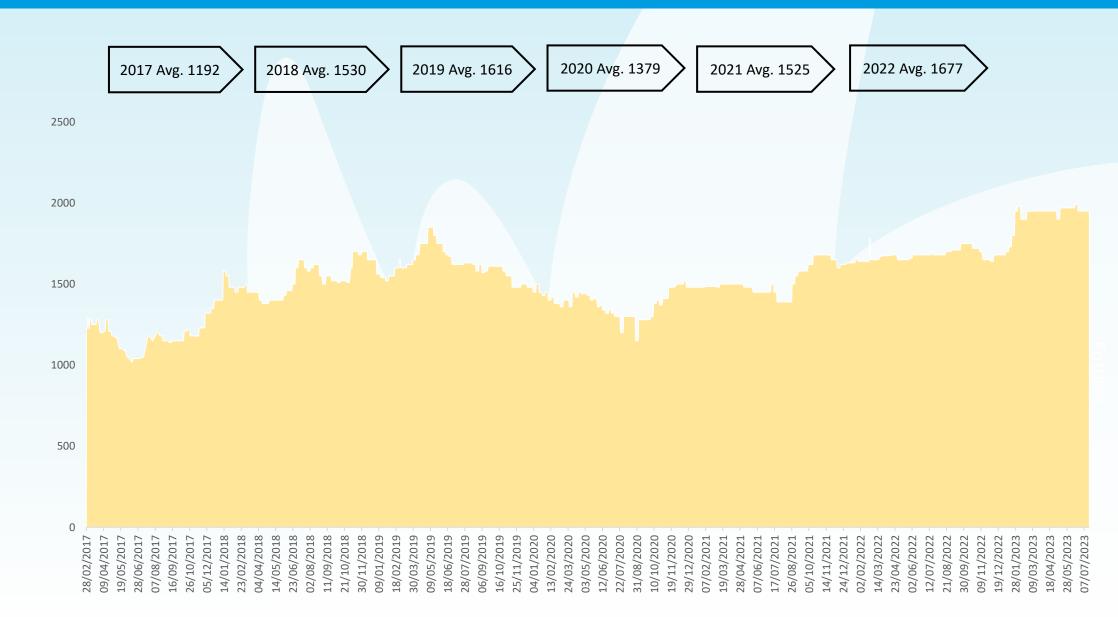


Dips & Spreads (Non GAAP)									
	Q2 2023	Q2 2022	% Chg.	YTD 2023	YTD 2022	% Chg.			
Revenue:									
Sabra (50%)	116	54	113.7%	221	151	46.3%			
Obela (50%)	17	20	(11.9%)	39	41	(5.8%)			
Total Revenue	133	74	80.1%	260	192	35.1%			
EBIT:									
Sabra (50%)	(5)	(28)	(81.8%)	(6)	(43)	124.4%			
Margins	(4.4%)	(52.0%)	47.6%	(2.9%)	(28.6%)	25.7%			
Obela (50%)	(4)	(3)	NM	(4)	(5)	NM			
Margins	NM	NM	NM	NM	NM	NM			
Total EBIT	(9)	(31)	NM	(10)	(48)	(79.3%)			
Margins	(6.8%)	(42.5%)	35.7%	(3.9%)	(25.2%)	21.3%			
EBITDA:									
Total EBITDA	(3)	(22)	90.7%	4	(32)	113.9%			
Margins	(1.5%)	(29.4%)	27.8%	1.7%	(16.7%)	18.4%			



Sesame Humera Historical Prices | 2017-2023



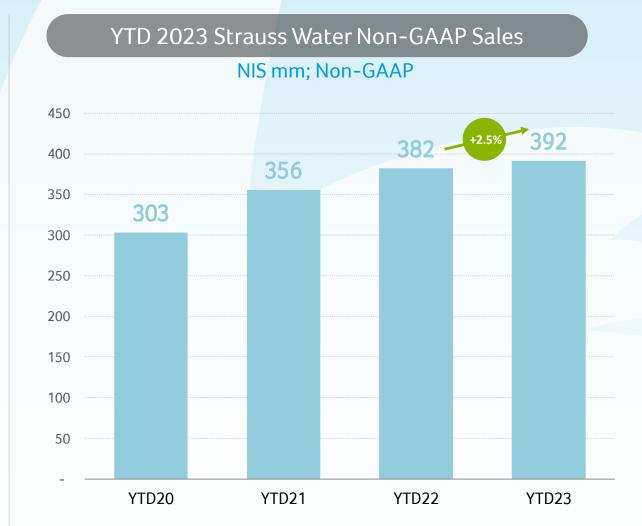




Strauss Water



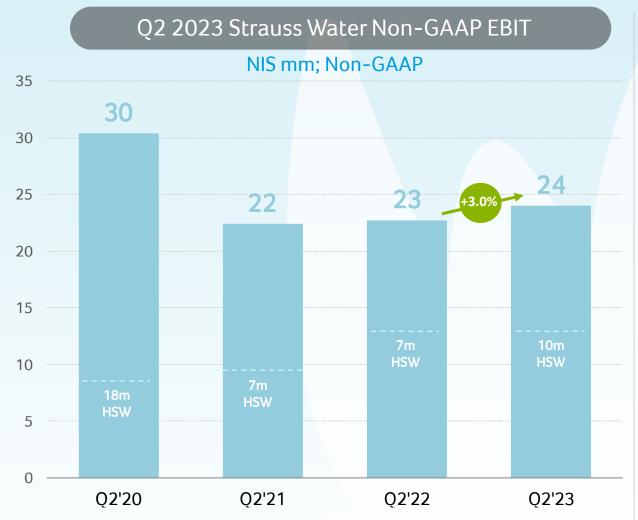


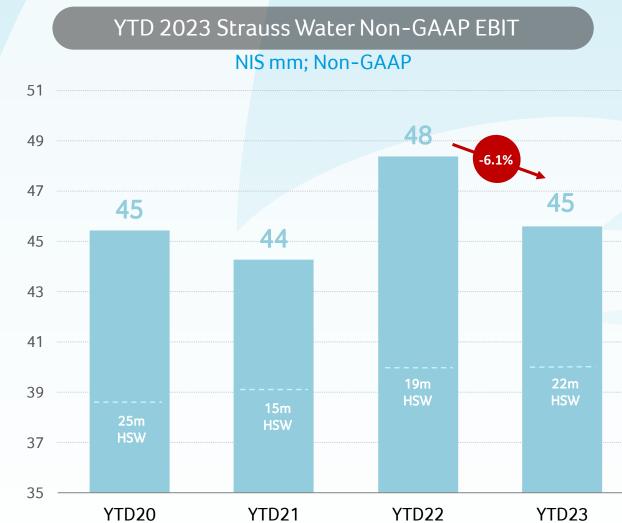




Strauss Water









Haier Strauss Water Q2 Snapshot



¥mm; Non-GAAP; for 100% share









Haier Strauss Water YTD Snapshot



¥mm; Non-GAAP; for 100% share









Thank You

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