



הבורסה לניירות ערך תל אביב
TEL AVIV STOCK EXCHANGE

March 6, 2023

425398

To: TASE Members

Dear Sir/Madam,

Re: UPSELLON BRANDS HOLDINGS LTD

According to the company's report, dated February 27, 2023, a capital consolidation in a ratio of 5:1 will be made in the Company's shares (IL0004560129) on March 8, 2023 to shareholders of record as of March 7, 2023.

In accordance with the third part of TASE's rules and regulations, there will be no trading in the company's shares on the record date of a capital consolidation.

Since the record date, March 7, 2023, is a sabbatical day, there will be no trading in the company's shares on the day before the record date, March 6, 2023.

Sincerely

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Listing companies compliance unit

THE TEL-AVIV STOCK EXCHANGE LTD

2 Ahuzat Bayit St., Tel-Aviv 6525216 Israel • POB 29060, Tel-Aviv 6129001 Israel

Tel: 972-76-8160411 • Fax: 972-3-5105379

www.tase.co.il