



G.Willi-Food International Ltd. Innovation, Quality and Growth



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About the Company

Dual-listed company (NASDAQ + TASE) Specializing in import, export, marketing, and distribution of food products.

1994

Company Founding

+30

Years of Experience

+600

Variety of Products

+3,500

Customers

300

Employees and Contractors

125

Suppliers



Company Vision

Leading the imported food market in Israel by focusing on innovation, variety, and quality at affordable prices.



Innovation

Continuous development of new products across existing and new categories, tailored to the local market.

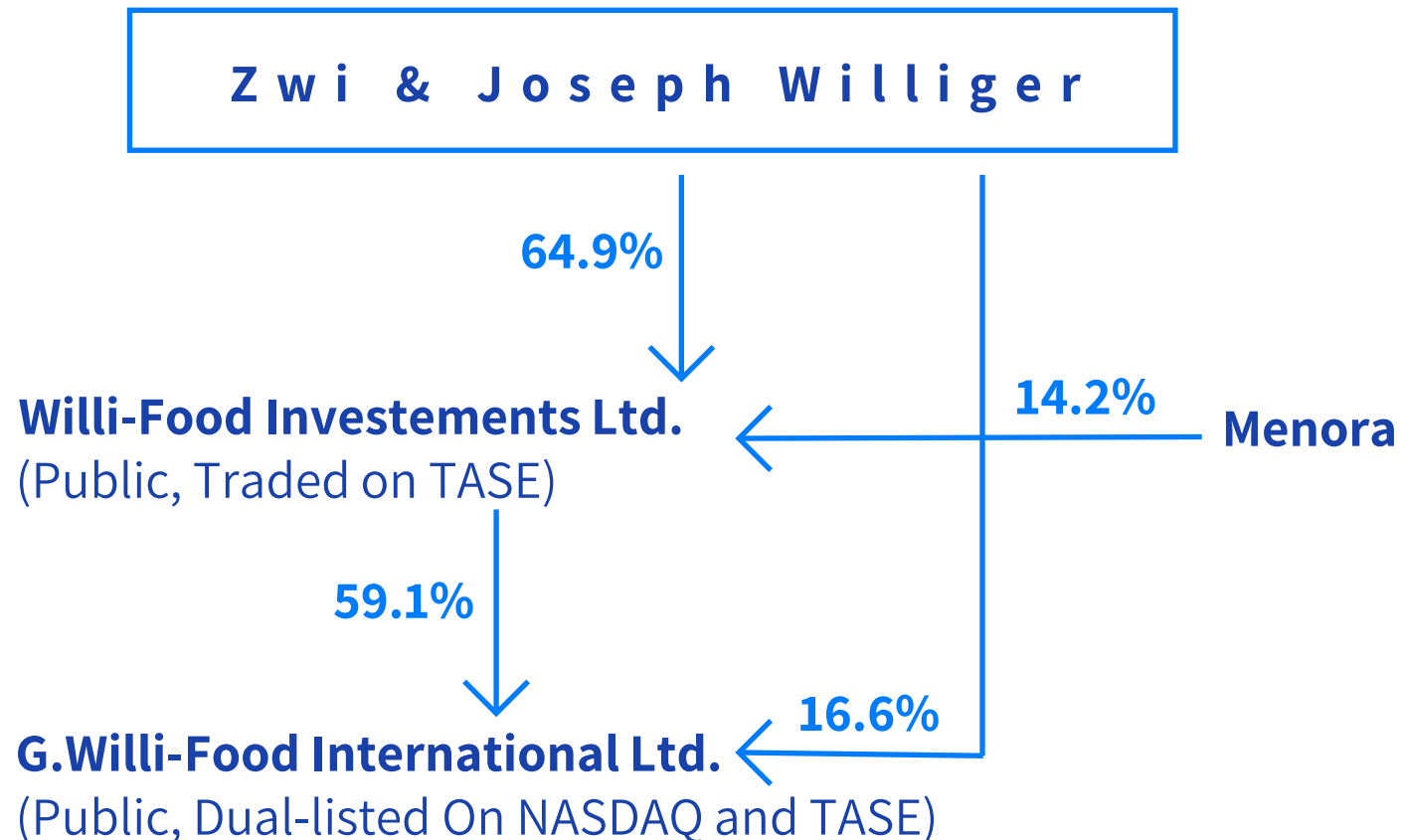


Fair Price

A cost-effective alternative in the market



Organizational Structure



Senior Management



Founders – 31 years with the company
Second generation of a family of food importers and entrepreneurs.
Successfully leading the company together for decades.

Zwi Williger Chairman of the Board **Joseph Williger** CEO



Kfir Kolp Chief Operating Officer

Joined the company in 2023, holds a Master's degree in Logistics, responsible for managing day-to-day operations, process optimization, project management, and driving operational innovation



Yitzhak Barbi CPA, Chief Financial Officer

11 years with the Company, holds a degree in Accounting and Economics, responsible for managing the finance department, including relations with the capital market, reporting to regulators and investors and the Company's strategic financial planning



Ran Asulin VP Trade and Sales

15 years with the company, holds a degree in Business Administration, responsible for developing the sales strategy, increasing market share, and managing business partnerships.



A variety of the company's leading product categories



Pastas and Rice



Edible Oils



Pickles



Snacks



Canned Fish



Canned Fruits



Canned Vegetables



**Frozen Fruits
and Vegetables**



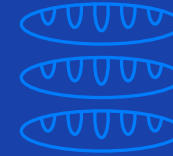
Frozen Dough



Frozen Pizzas



Sauces



Baked Goods



**Dairy and
Dairy Substitutes**



Cereals



Golden

מנת השף



Company's
Brands

KOLIÓS®
THE GREEK DAIRY



International
Brands of the
Company

ITALPIZZA

Completa®



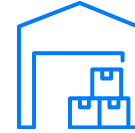
Strategic Advantages in a Competitive Market



A global supplier network and long-term relationships enabling attractive trade terms



Expertise in developing new products tailored to the Israeli taste



Self owned dry and refrigerated logistic center under advanced expansion and development processes



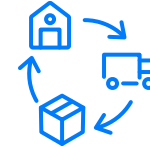
Wide Coverage and Customer Accessibility



Significant Cash Reserves



Lean Cost Structure



Independent Distribution Network



Israel Food Market Analysis 2025 Data from StoreNext*

Key Trends and Their Implications for the Company

Market Growth of 3.9%

The Israeli food market in the first nine months of 2025 reached approximately NIS 34.2 billion

The dairy and dairy substitutes market grew by 5.9%, reaching approximately NIS 8.8 billion

Rise of Private Labels

Private labels account for 6.5% of the food market

Supply Chain Challenges

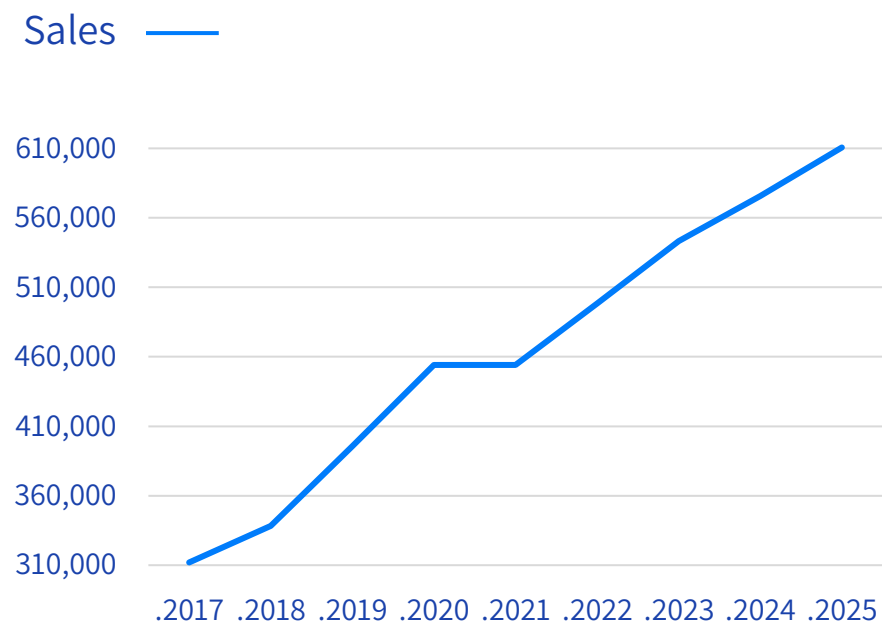
Advantage for Independent Logistics Systems

“What’s Good for Europe”

Opening of the market to European food product imports, increases competition and helps reduce prices for consumers



Financial Data – Growth Trend



2025 fiscal year sales are derived from H1 2025

Key Profit and Loss Data (in thousands of NIS)

	2021	2022	2023	2024	Change 2023-2024
Sales	454,213	498,325	543,262	575,795	6.0%
Gross Profit*	138,293	143,097	120,569	161,334	33.8%
Operational Profit*	49,355	45,096	20,350	66,276	169.1%
Profit Before Taxes*	57,820	53,974	39,192	104,084	136.5%
Net Profit*	45,101	41,564	31,656	81,717	121.8%

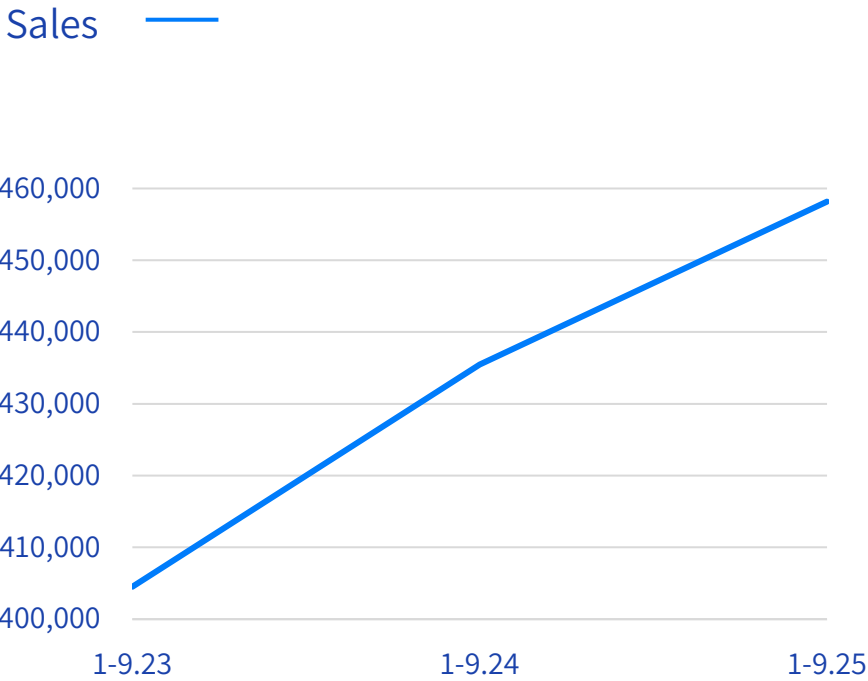
*Excluding One-Time Expenses



Profit



Financial Data – Growth Trend

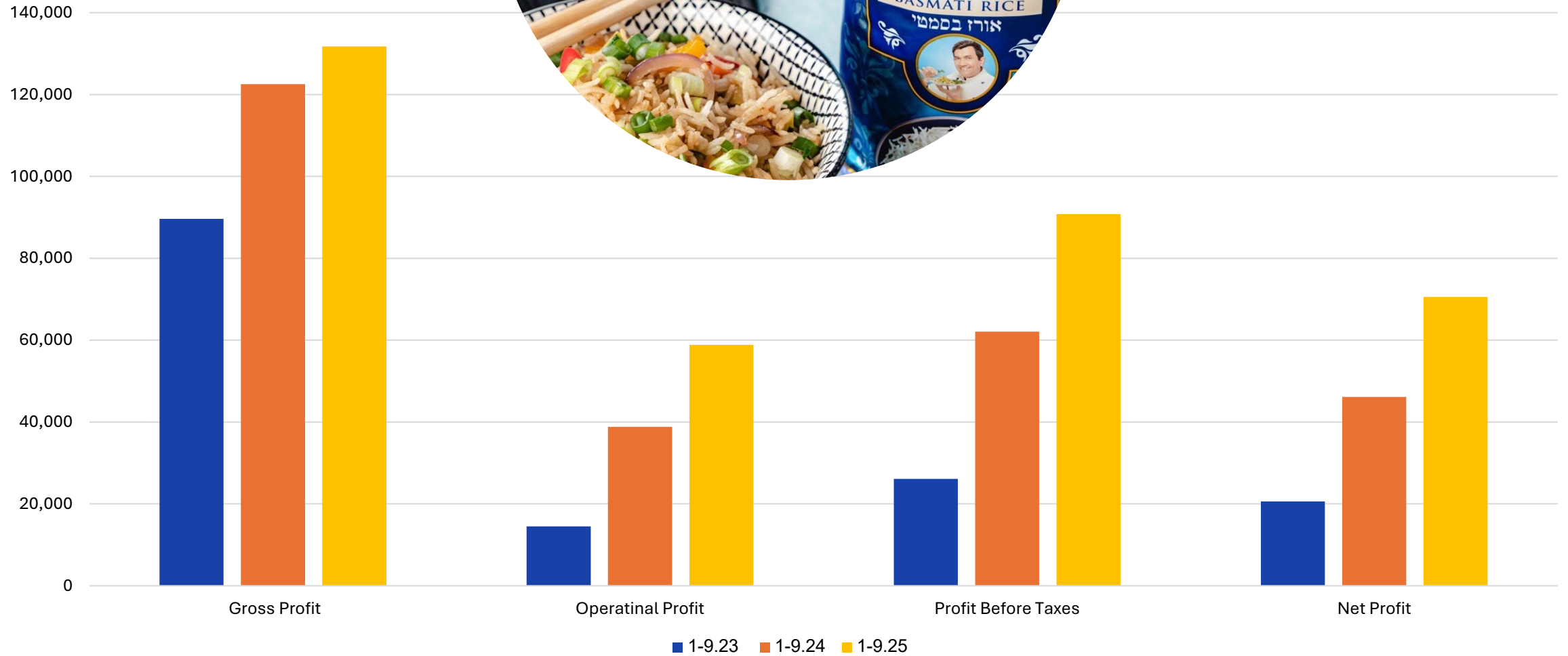


Key Profit and Loss Data (in thousands of NIS)

	1-9.2025	1-9.2024	1-9.2023	Change 2024-2025
Sales	458,169	435,493	404,521	5.2%
Gross Profit	131,745	122,537	89,626	7.5%
Operational Profit	58,876	38,847	14,498	51.6%
Profit Before Taxes	90,779	62,070	26,090	46.3%
Net Profit	70,556	46,151	20,619	52.9%



Profit



Financial Data (in millions of NIS)

9.2

Current Ratio

89.7%

Equity-to-Assets Ratio

708

Total Balance Sheet

264

Cash and Financial
Assets at Fair Value

635

Equity



The company owns approximately 19 dunams in the Yavne Industrial Zone, with an existing logistics center built on an area of about 8.6 dunams, recorded at a historical value of only approximately NIS 27 million.



*As for September 30, 2025

Existing Logistics Network

→ The Company headquarters is located in the Yavne Industrial Zone

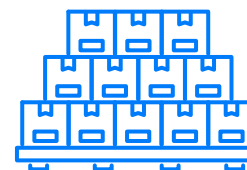
→ The Company owns an advanced logistics center with a total built-up area of 8,600 square meters, situated on approximately 19 dunams, serving as a storage and distribution center for dry, chilled and frozen products

→ The Company has a voice-picking and computerized distribution system based on WMS

→ The Company has an independent fleet of trucks for distributing chilled and dry products throughout the country



Construction of an Additional Logistics Center



Current Status

After the establishment of the warehouse (estimated H1 2026)

6,500 Pallets of Dry Products	●	8,500 Pallets of Dry Products
1,000 Pallets of Chilled Products	●	5,500 Pallets of Chilled Products
1,000 Pallets of Frozen Products	●	5,500 Pallets of Frozen Products

- Estimated investment cost for the logistic center: approximately NIS 115 million (as of now, approximately NIS 90 million has actually been paid).
- Significant improvement and support in the expansion and establishment of a comprehensive logistics infrastructure (receiving, storage, transportation, distribution and more).
- An estimated savings in operating expenses of approximately NIS 8 to 10 million per year.
- Support for the Company's expansion plans, including entry into new categories, particularly chilled and frozen products.
- Potential of providing refrigerated storage services for external clients.



New Logistic Center

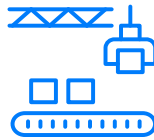


Strategy for the Coming Years

The strategic plan to increase the Company's sales turnover and profitability includes:



Expanding the export network and developing kosher food products for the U.S. and European markets



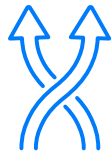
Expanding the Company's production and packaging capabilities



Enhancing the visibility of the Company's products on customer shelves



Increasing sales in existing categories and entering new categories in the food sector



Acquisition of companies with synergy to the Company's operations



Continuing and strengthening the sale of private label (PL) products to retail chains in Israel



Improving the logistics system, including expanding the company's logistic center and distribution network



Dividend Distribution Policy

Distribution of at least 40% of net profit

Since 2021, the company has distributed NIS 225 million to its shareholders





G.Willi-Food International Ltd.

Thank You