The background of the slide features a grayscale, high-magnification electron micrograph of COVID-19 virus particles. These particles are spherical and covered in numerous spike-like protrusions, giving them a crown-like appearance. They are scattered across the frame, with some in sharp focus and others blurred in the background.

COVID-19 WEEKLY UPDATE

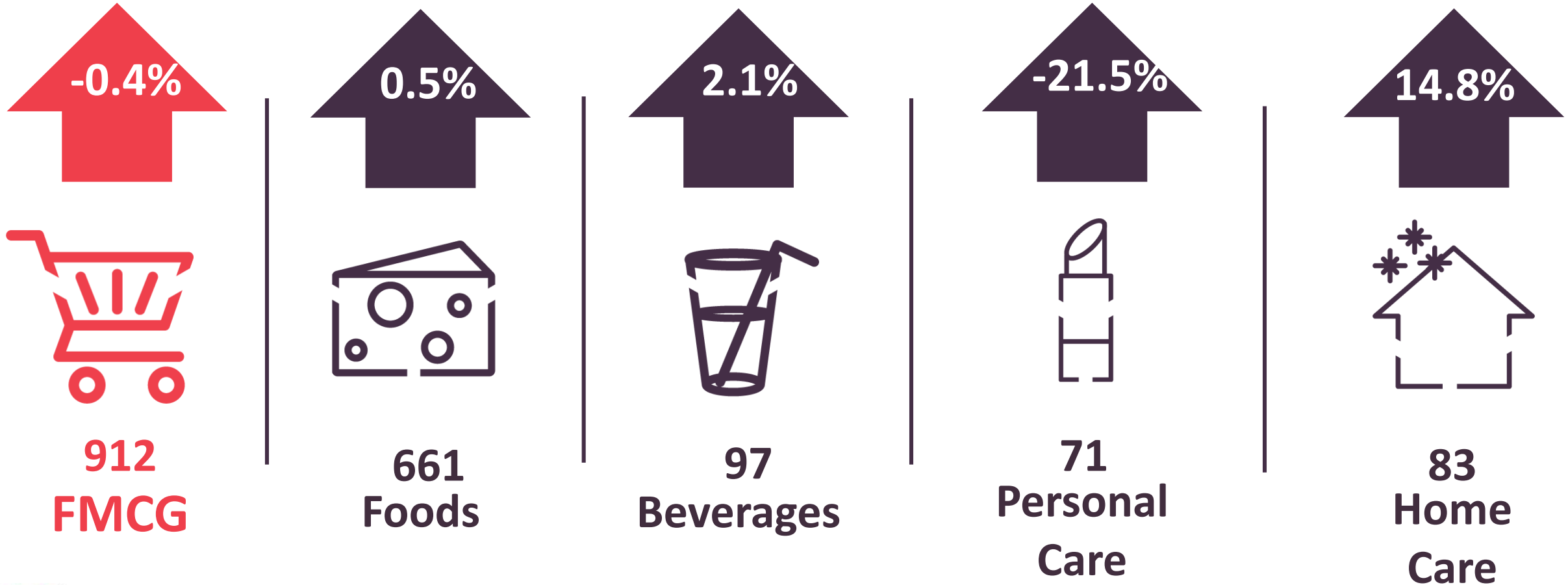
Impact on the FMCG market

Week 15 – 05/04-11/04



FMCG Market Trend vs Average MAT

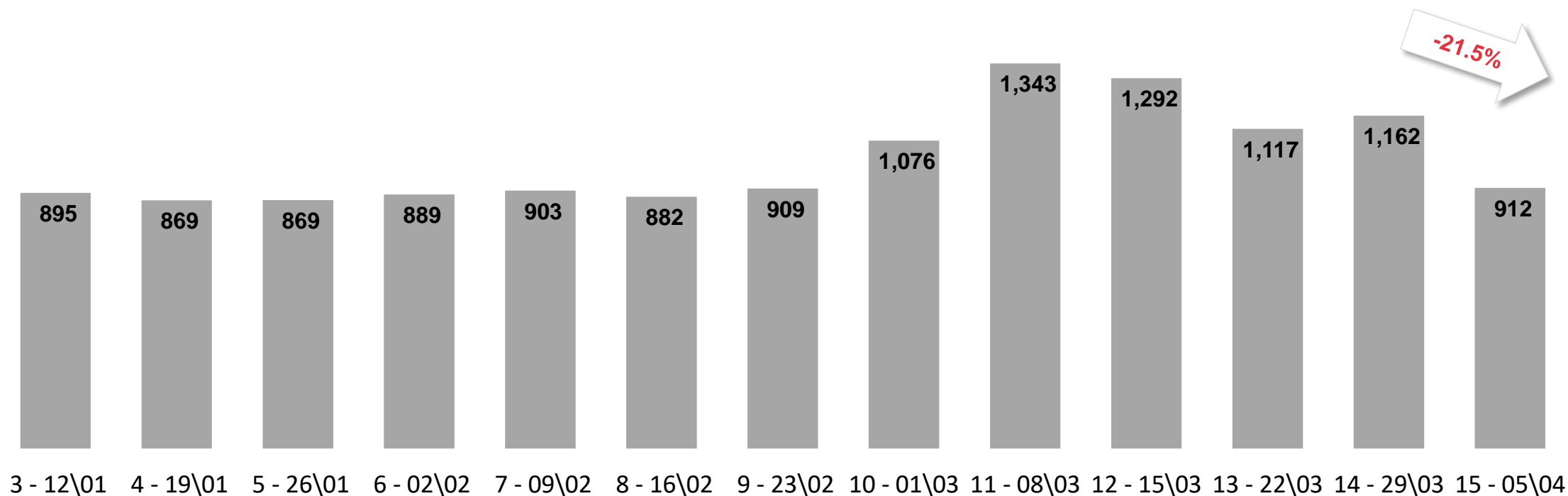
- Week 15 marks a moderate 0.4% decrease compared to 52 weeks average (based on 52 weeks until week 10 included)
- The decrease is comes from a reduced number of business days due to Passover and a two day lockdown
- The Personal Care field is the main cause of decrease, as all the other fields grow



FMCG – Weekly Trend

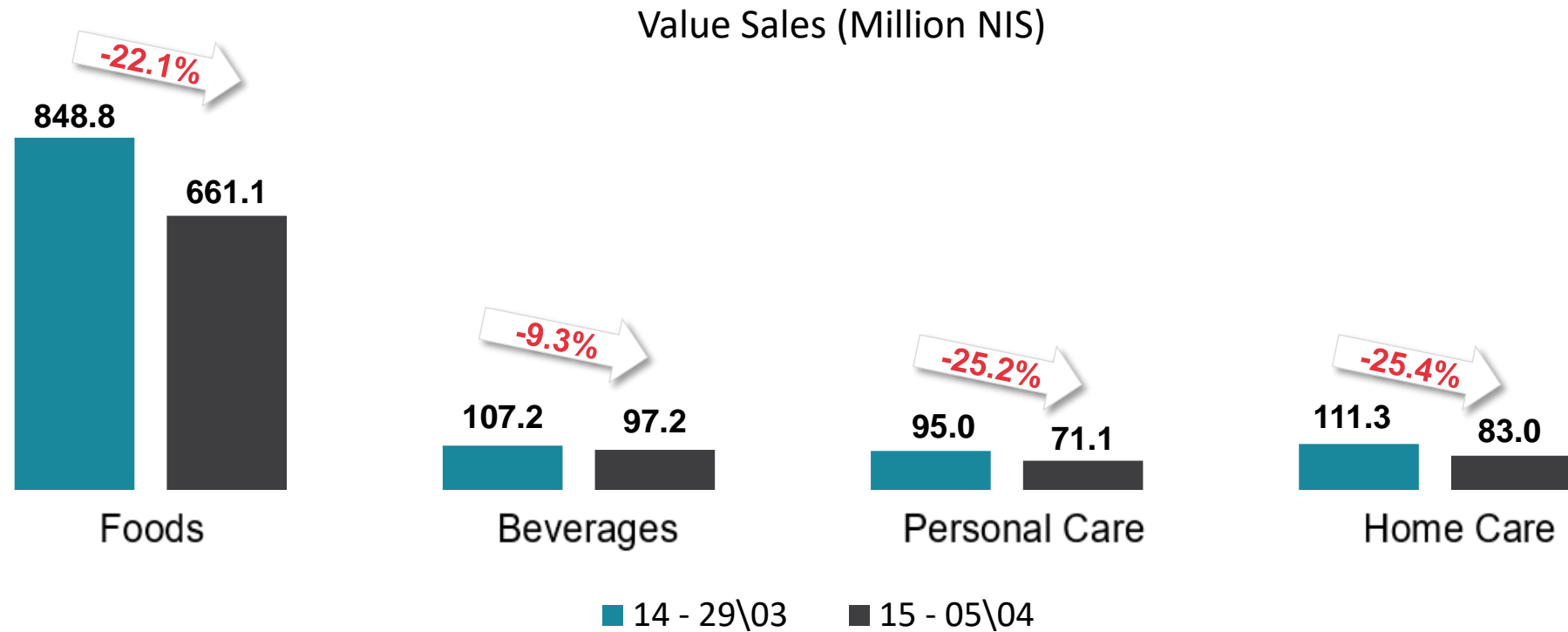
- Week 15 marks a 21.5% decrease compared to week 14 and by this becomes the week with lowest sales since the epidemic outbreak in Israel
- The sales in week 15 are still higher than any other week since the beginning of the year and until the outbreak

Value Sales FMCG – Million NIS



FMCG trend vs last week

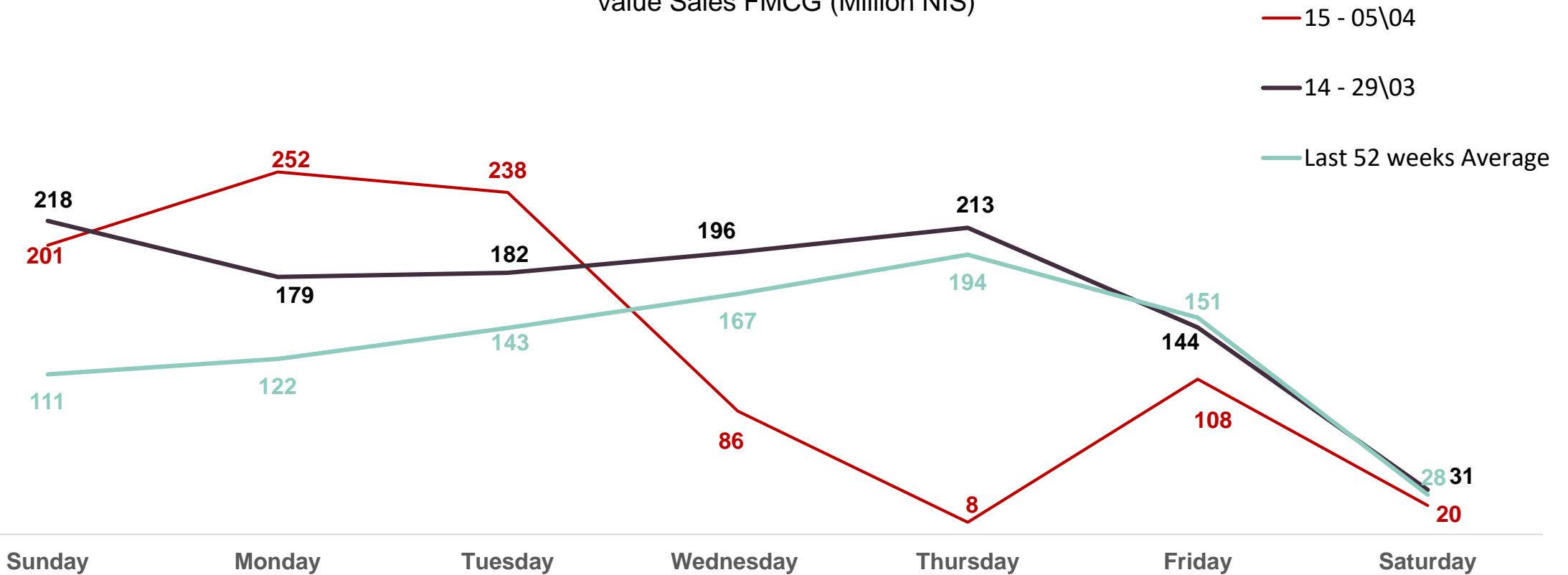
- The decline in week 15 comes from all the fields, as the decrease in Beverages is the most moderate



Daily Trend

- Monday and Tuesday mark a much higher sales compared to annual average and last week, as shopping for Passover reached it's peak and a nationwide lockdown for the holiday was announced
- Starting from Wednesday (Passover's eve) there is a major decrease in sales through the whole weekend, as many stores remained closed

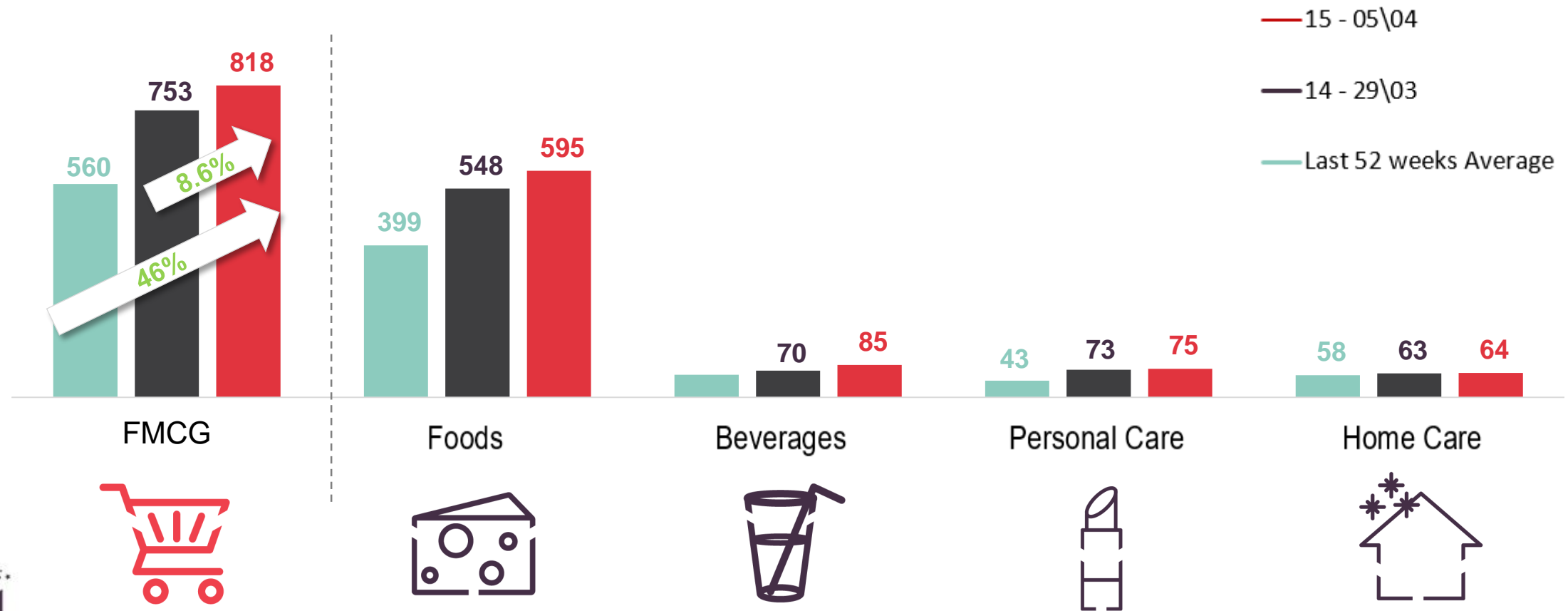
Value Sales FMCG (Million NIS)



FMCG sales trend – without Wednesday and Thursday

- If Wednesday and Thursday (when Passover occurred) are not taken into account, there is actually a growth in value sales, both compared to week 14 and annual average

Value sales (million NIS) – without Wednesday and Thursday



Sales Trend by Channels

- For the first time since the start of the epidemic, the Discount + Pharm channel is decreasing compared to annual average, as Neighborhood channel continues to grow

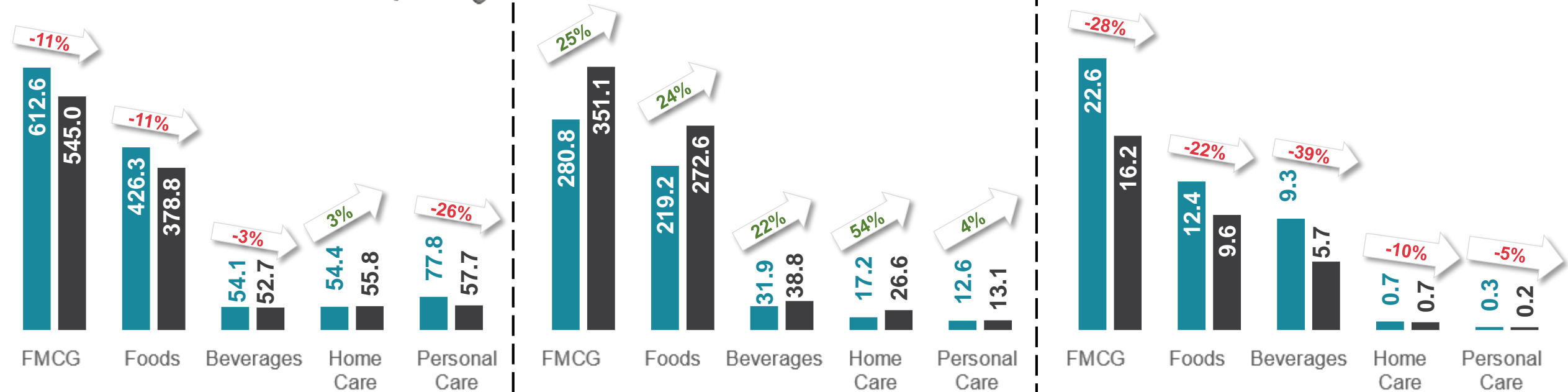
Discount + Pharm



Neighborhood



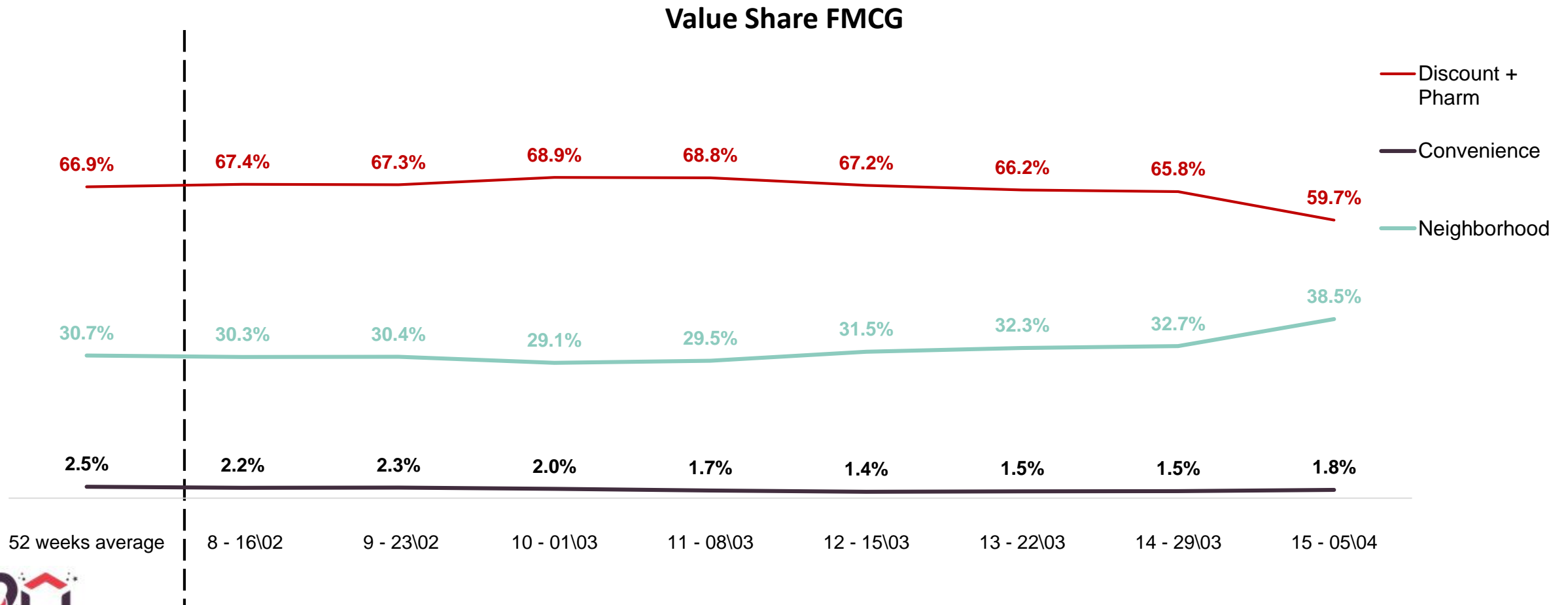
Convenience



*All the data is compared to 52 weeks average - week 11 2019 to week 10 2020 * % Change

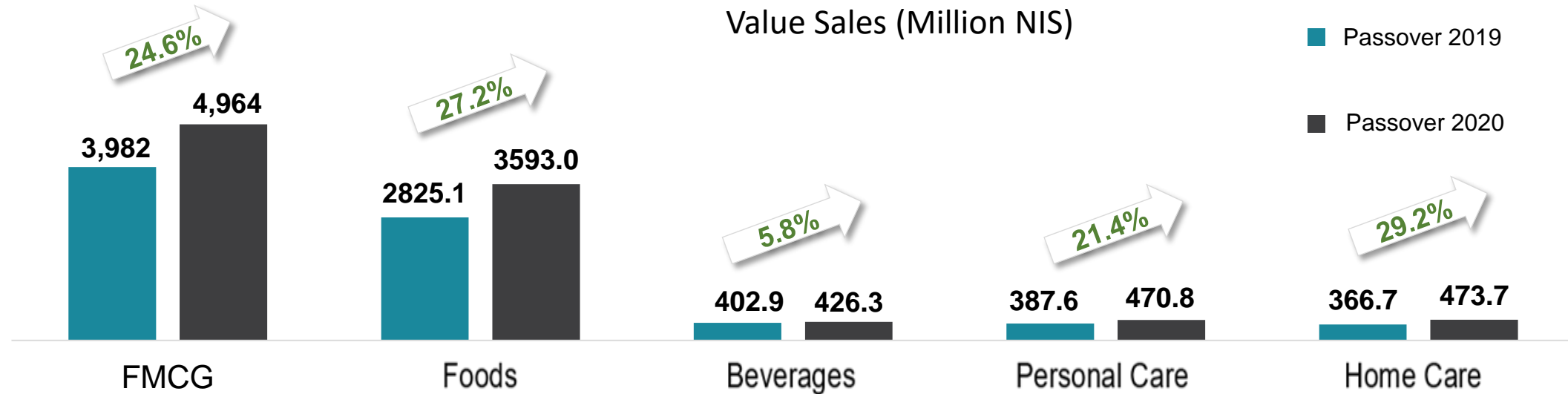
Channel split

- There is a major increase in Neighborhood channel's share during Passover, as Discount + Pharm channel declines
- This effect might be attributed to further limitations on movement



Passover Sales Trend

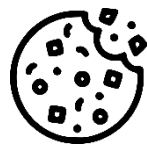
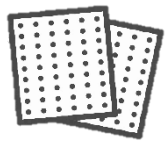
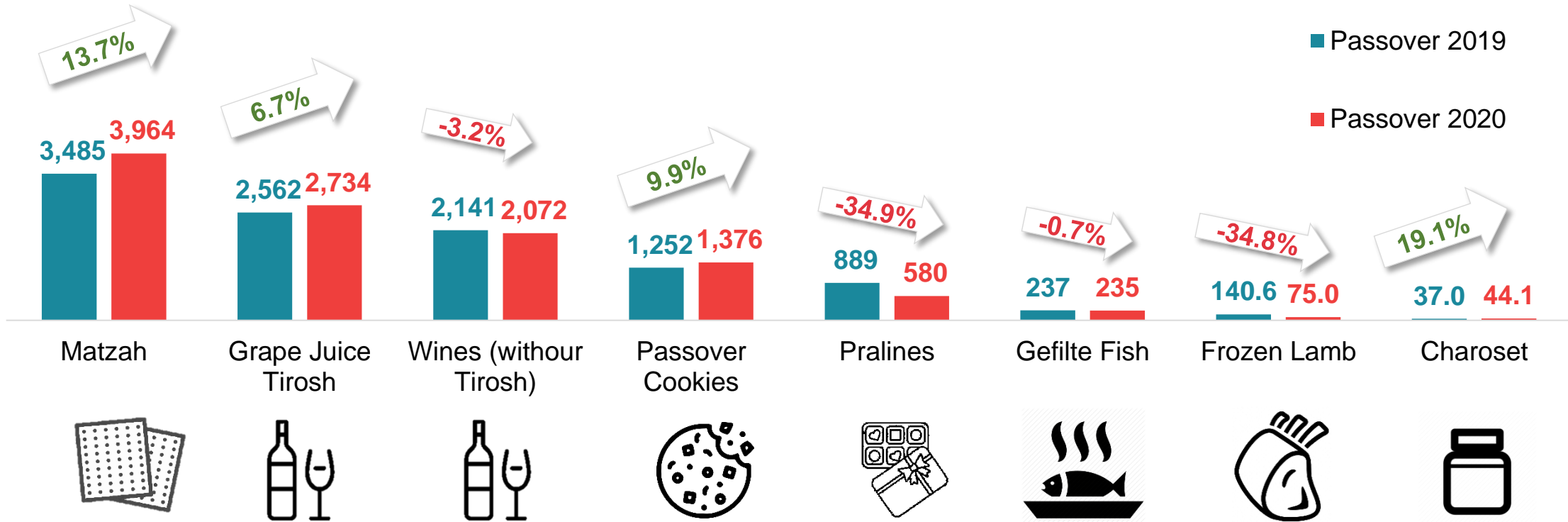
- Compared to last year's Passover shopping period, there is an increase in sales across all fields that is fueled by the epidemic effects



Passover Sales trend

- The trend in Passover categories is a mixed one, as most of the celebrations were done with core family only
- The categories that are usually associated with mass gatherings and hosting (Wines, Pralines and Frozen Lamb) are decreasing compared to last year's holiday

Volume Sales (Ton/Thousand Liter)



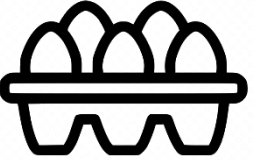
* 2019 - 23/3/19 – 19/4/19

** 2020 – 12/3/20 – 8/4/20

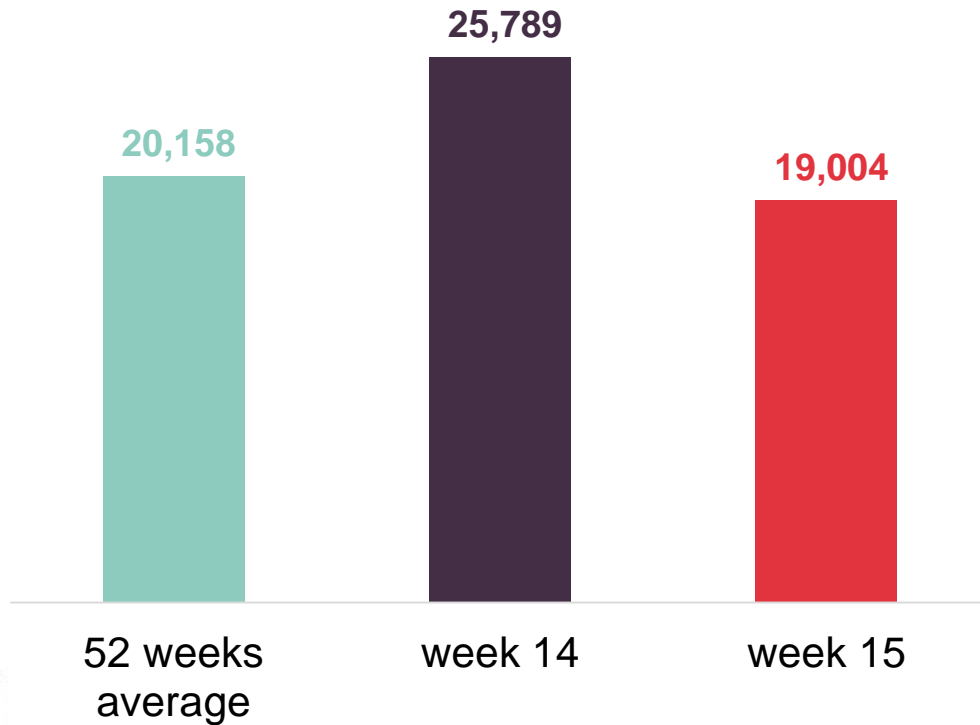
***Volume sales – Matzah, Passover Cookies, Gefilte Fish, Frozen Lamb (weight), Grape Juice Tirosh, Wines, Charoset (volume), Pralines(Units)

Eggs sales trends

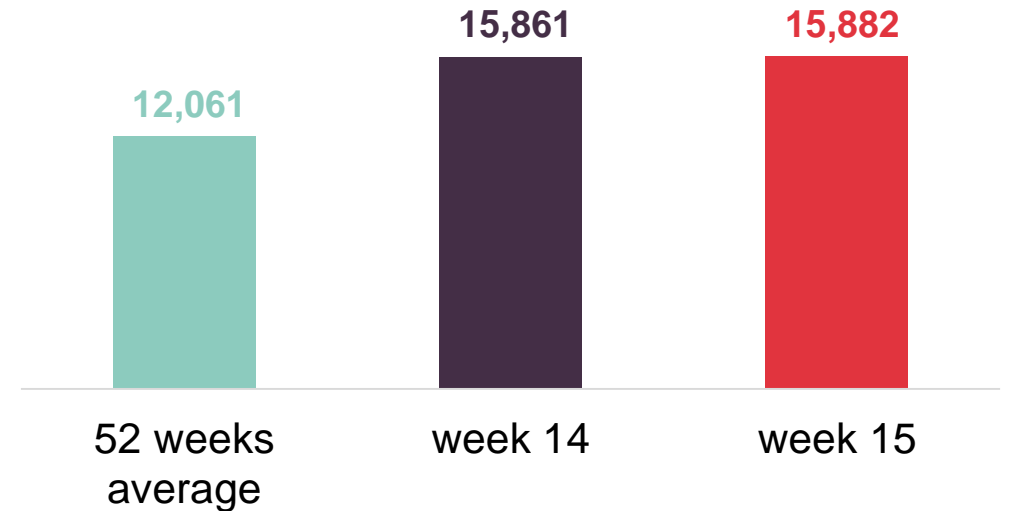
- Week 15 marks a major decrease in eggs volume sales compared to last week and annual average, but is stagnant if Wednesday and Thursday are not taken into account
- There is a 22.4% increase in volume sales of Eggs this Passover, compared to last year



Volume Sales (units in pack)




Volume Sales (units in pack) – without Wednesday and Thursday



Eggs Category - Daily Distribution

- As the volume sales decrease, there is still a lower distribution in week 15 compared to annual average

	52 Weeks Average	Week 11	Week 12	Week 13	Week 14	Week 15
Sunday	92%	93%	86%	80%	75%	75%
Monday	92%	93%	82%	83%	76%	80%
Tuesday	92%	93%	85%	84%	81%	83%
Wednesday	92%	94%	87%	83%	82%	80%
Thursday	92%	94%	89%	84%	83%	57%
Friday	92%	94%	82%	79%	79%	77%
Saturday	91%	86%	61%	53%	50%	52%



Thanks!

StoreNext

Looking Forward