



This is an English translation of segments of a Hebrew immediate report that was published on July 7, 2024 (Ref. No. 2024-01-070348) (hereinafter: the “**Hebrew Version**”). This English version is only for convenience purposes. This is not an official translation and has no binding force. Whilst reasonable care and skill have been exercised in the preparation hereof, no translation can ever perfectly reflect the Hebrew Version. In the event of any discrepancy between the Hebrew Version and this translation, the Hebrew Version shall prevail.

Max Stock Ltd.

Public company no. 51-361896-7

Max Stock Limited announces immediate report on holdings of interested parties and senior officers as of June 30, 2024

Regulations 33(c)-(d) of the Securities Regulations (Periodic and Immediate Reports), 1970

Caesarea, ISRAEL - July 07, 2024 - Max Stock Limited (TASE: MAXO) (the "Company") today announced holdings of interested parties and senior officers as of June 30, 2024:

Corporation’s interested parties (including the CEO and directors, and including any other employee holding 5% or more of the corporation’s issued share capital or voting rights):

Holder no.	Holder’s Name	Name, class and series of security	Updated no. of securities	% holdings		% holdings (on a fully diluted basis)	
				% equity	% voting	% equity	% voting
1	<i>Moose Holdco Ltd.</i>	<i>Max Stock Ordinary Share</i>	39,350,594	28.22	28.22	27.96	27.96
2	<i>Ori Max</i>	<i>Max Stock Ordinary Share</i>	24,981,492	17.92	17.92	17.75	17.75
3	<i>More Mutual Funds Management Ltd./Y.D. More Investments Ltd.</i>	<i>Max Stock Ordinary Share</i>	3,637,908	2.61	2.61	2.58	2.58
4	<i>More Provident Funds and Pension Ltd.</i>	<i>Max Stock Ordinary Share</i>	12,883,308	9.24	9.24	9.15	9.15
5	<i>The Phoenix Holdings Ltd. – Profit sharing life insurance accounts</i>	<i>Max Stock Ordinary Share</i>	0	0.00	0.00	0.00	0.00
6	<i>The Phoenix Holdings Ltd. - Nostro</i>	<i>Max Stock Ordinary Share</i>	526,476	0.38	0.38	0.37	0.37

7	<i>The Phoenix Holdings Ltd. - Provident funds and provident fund management companies</i>	<i>Max Stock Ordinary Share</i>	7,048,881	5.06	5.06	5.01	5.01
8	<i>The Phoenix Investment House Ltd. - Mutual funds management companies</i>	<i>Max Stock Ordinary Share</i>	2,233,001	1.60	1.60	1.59	1.59
9	<i>The Phoenix Investment House Ltd. - Market maker</i>	<i>Max Stock Ordinary Share</i>	0.40	0.00	0.00	0.00	0.00
10	<i>Max Stock Ltd.</i>	<i>Max Stock Ordinary Share</i>	3,658,971	0.00	0.00	0.00	0.00
11	<i>Migdal Holdings Insurance & Finance Ltd – Profit sharing life insurance policies</i>	<i>Max Stock Ordinary Share</i>	7,662,731	5.50	5.50	5.44	5.44
12	<i>Migdal Holdings Insurance & Finance Ltd. – Mutual funds management companies</i>	<i>Max Stock Ordinary Share</i>	926,699	0.66	0.66	0.66	0.66
13	<i>G. Gissin Advocates</i>	<i>Max Stock Ordinary Share</i>	18,000	0.01	0.01	0.01	0.01

% holdings % equity % voting		% holdings (on a fully diluted basis) % equity % voting	
71.2	71.2	70.52	70.52

B. Corporation's senior officers (excluding the CEO and directors, and excluding any other employee holding 5% or more of the corporation's issued share capital or voting rights):

Presented below is a summary table of the holdings of the corporation's senior officers:

Holder no.	Holder's Name	Name, class and series of security	Updated no. of securities	% holdings		% holdings (on a fully diluted basis)	
				% equity	% voting	% equity	% voting
14	<i>Shlomo Cohen</i>	<i>Max Stock UP2020 share options</i>	<i>120,347</i>	<i>0</i>	<i>0</i>	<i>0.09</i>	<i>0.09</i>
15	<i>Nir Dagan</i>	<i>Max Stock UP2020 share options</i>	<i>100,813</i>	<i>0</i>	<i>0</i>	<i>0.07</i>	<i>0.07</i>
16	<i>Ifat Nir-Katz</i>	<i>Max Stock UP2020 share options</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0.00</i>	<i>0.00</i>
17	<i>Paz Oz</i>	<i>Max Stock UP2020 share options</i>	<i>9,015</i>	<i>0</i>	<i>0</i>	<i>0.01</i>	<i>0.01</i>
18	<i>Shahar Kanizo</i>	<i>Max Stock UP2020 share options</i>	<i>23,619</i>	<i>0</i>	<i>0</i>	<i>0.02</i>	<i>0.02</i>
19	<i>Ofir Edri</i>	<i>Max Stock UP2020 share options</i>	<i>94,326</i>	<i>0</i>	<i>0</i>	<i>0.07</i>	<i>0.07</i>

% holdings		% holdings (on a fully diluted basis)	
% equity	% voting	% equity	% voting
<i>0</i>	<i>0</i>	<i>0.26</i>	<i>0.26</i>

The summary table below includes an overview of interested party holdings which were subject to a change in the reporting period:

Name	Balance in previous report (31-Mar-2024)	Change (+/-)	Maximal holding in period (%)	Minimal holding in period (%)	Comments
More Mutual Funds Management Ltd./ Y.D. More Investments Ltd.	2,250,879	+1,387,029	2.63%	1.60%	(*) Y.D. More Investments Ltd. ("More Investments") holds more than 5% of Max Stock's share capital through the mutual funds and provident funds managed by More Investments. More Investments is a public company jointly owned by Messrs. Eli Levi, Yosef Levi, Michael Meirov, Dotan Meirov, Binyamin Meirov and Yosef Meirov.
More Provident Funds & Pension Ltd.	12,261,308	+622,000	9.24%	8.83%	See above.
The Phoenix Holdings Ltd. – Life insurance accounts participating in profits	577,462	-577,462	0.41%	0%	(*) Interested party is part of The Phoenix corporate group. (**)
The Phoenix Holdings Ltd. - Nostro	698,208	-171,732	0.50%	0.37%	See above.
The Phoenix Holdings Ltd. – Provident Funds & Provident Fund Management Companies	12,163,935	-5,115,054	8.73%	5.04%	See above.
The Phoenix Investment House Ltd. – Mutual funds management companies	2,159,467.55	+73,533.45	2.07%	1.54%	See above.
The Phoenix Investment House Ltd. – Market maker	-3.15	3.55	0.00%	0%	See above.

Migdal Insurance & Financial Holdings Ltd. – Life insurance accounts participating in profits	7,971,577	-308,846	5.72%	5.50%	(*) Migdal Insurance & Financial Holdings Ltd. (“Migdal”) holds more than 5% of Max Stock’s share capital through the mutual funds and provident funds managed by the Migdal corporate group. Migdal is a public company which is ultimately controlled by Mr. Shlomo Eliyahu (64.28%).
Migdal Holdings Insurance & Finance Ltd. – mutual funds management companies	909,014	+17,685	0.67%	0.62%	See above.
Shlomo Cohen	135,347	-15,000			Exercise of employee options
Nir Dagan	115,813	-15,000			Exercise of employee options
Ifat Nir-Katz	18,021	-18,021			Exercise of employee options

(*) As notified to the Company by the interested party or to the best of the Company’s knowledge.

(**) For a detailed description of which corporate entities are included as part of the interested party’s reported holdings – please see the full text of the report dated July 7, 2024 published on the Tel Aviv Stock Exchange distribution website (MAYA).

About Max Stock

Max Stock is Israel’s leading extreme value retailer, currently present in 64 locations throughout Israel and 2 locations in Portugal that opened in 2023. We offer a broad assortment of quality products for customers’ everyday needs at affordable prices, helping customers “Dream Big, Pay Small”. For more information, please visit <https://ir.maxstock.co.il>

Company Contacts:

Talia Sessler,
Chief Corporate Development and IR Officer
taliamaxstock@maxstock.co.il