Q2 2026 EARNINGS

August 30, 2026

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Q2 2026 EARNINGS CALL

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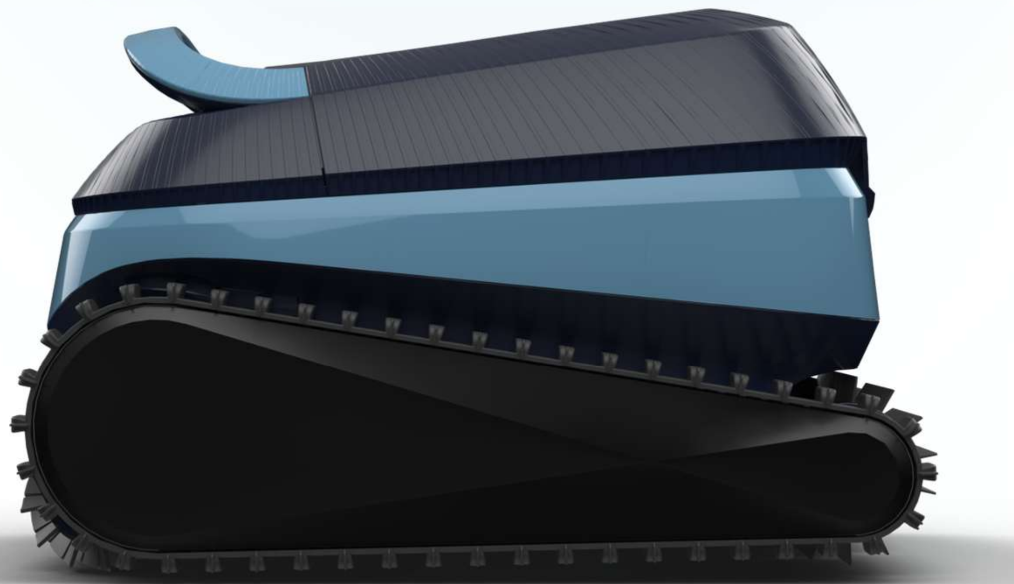


Q2 2026: Key Takeaways
Early Evidence of Turnaround Progress

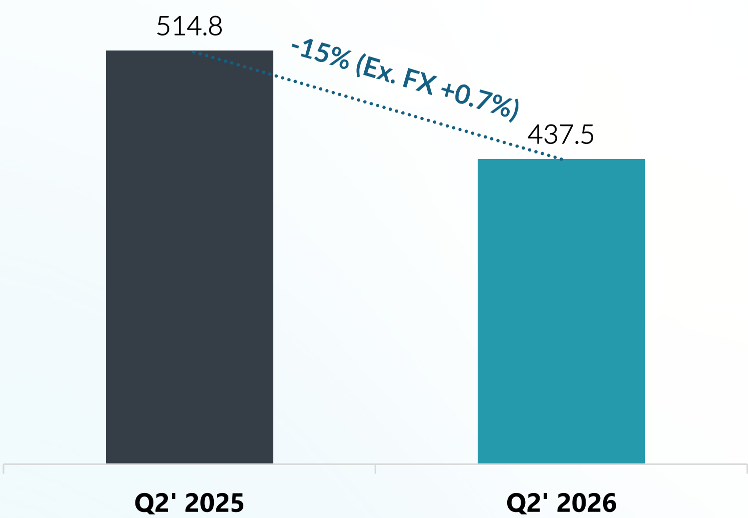
- Healthy demand and positive new product reception
- Initial business improvements - NA Turnaround Gaining Traction
- Continued Strength in Oceania - Solid Early Buy
- Positive Momentum in the Commercial Segment

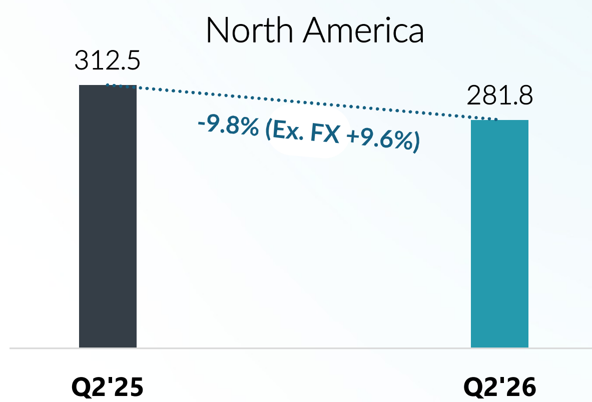
- Internal Operational Constraints Limited Revenue Realization
- Europe: Competitive Pressure Increased
- Significant FX Headwinds
- Higher Freight Costs to Support Product Availability

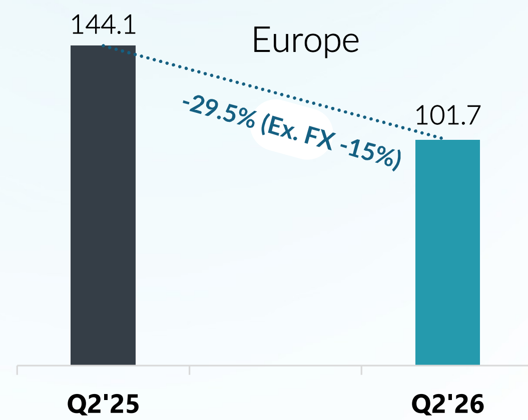
FINANCIAL SUMMARY

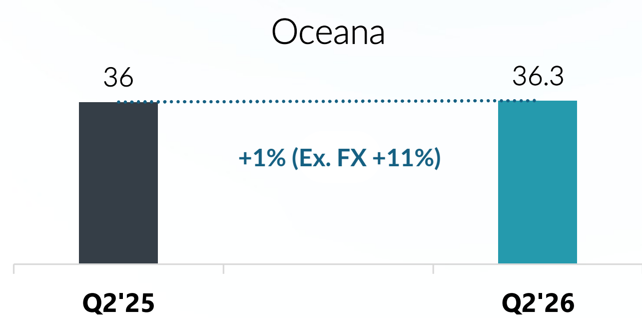
Amit Magen, CFO

Q2 Revenues (M' ILS)

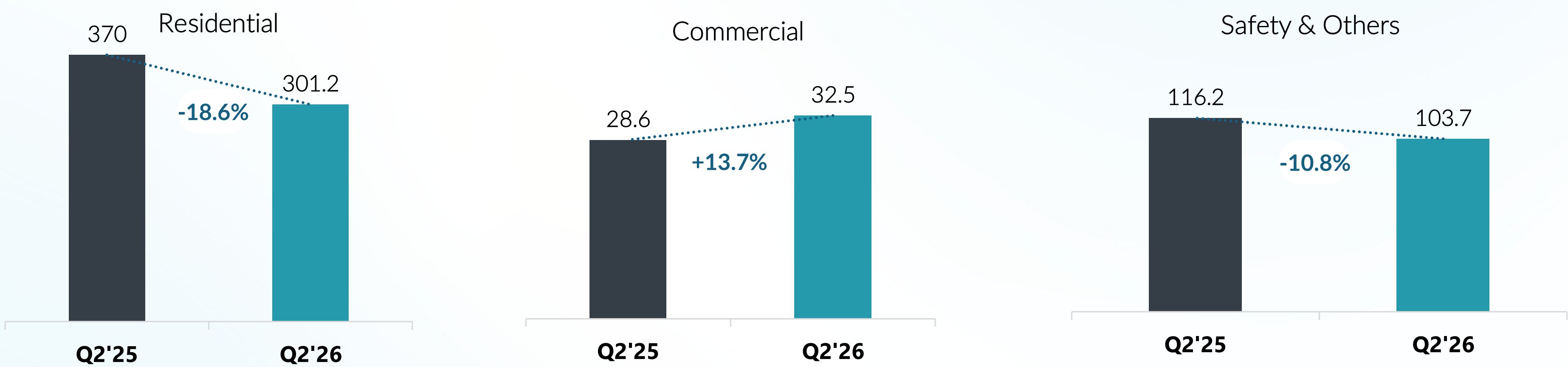








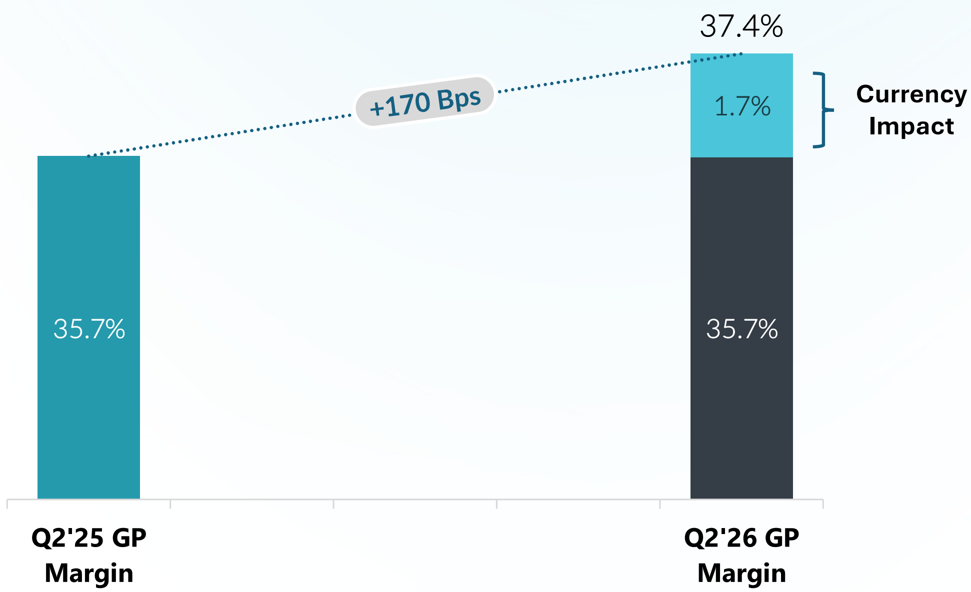
Revenue By Segment (M' ILS)



Gross Margin

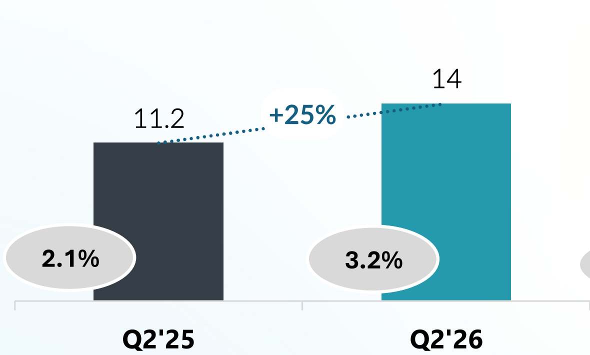
Main Factors -

- Tariffs ▼
- Exchange Rates ▼
- Production Volumes ▲

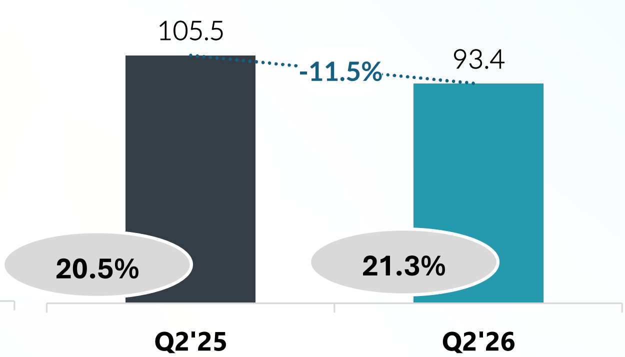


OPEX (M' NIS Off Sales %)

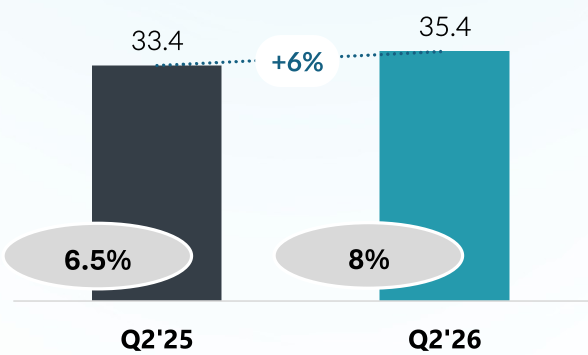
R&D



S&M



G&A



- Decrease in capitalization
- Decrease in Wages& Salaries Exp.
- 14.5% decrease in total Exp. Including capitalization

- Decrease in wages & salaries exp.
- Decrease in advertising & Ecom fees/cost
- Increased air freight Exp.

- Overlap transition wages cost

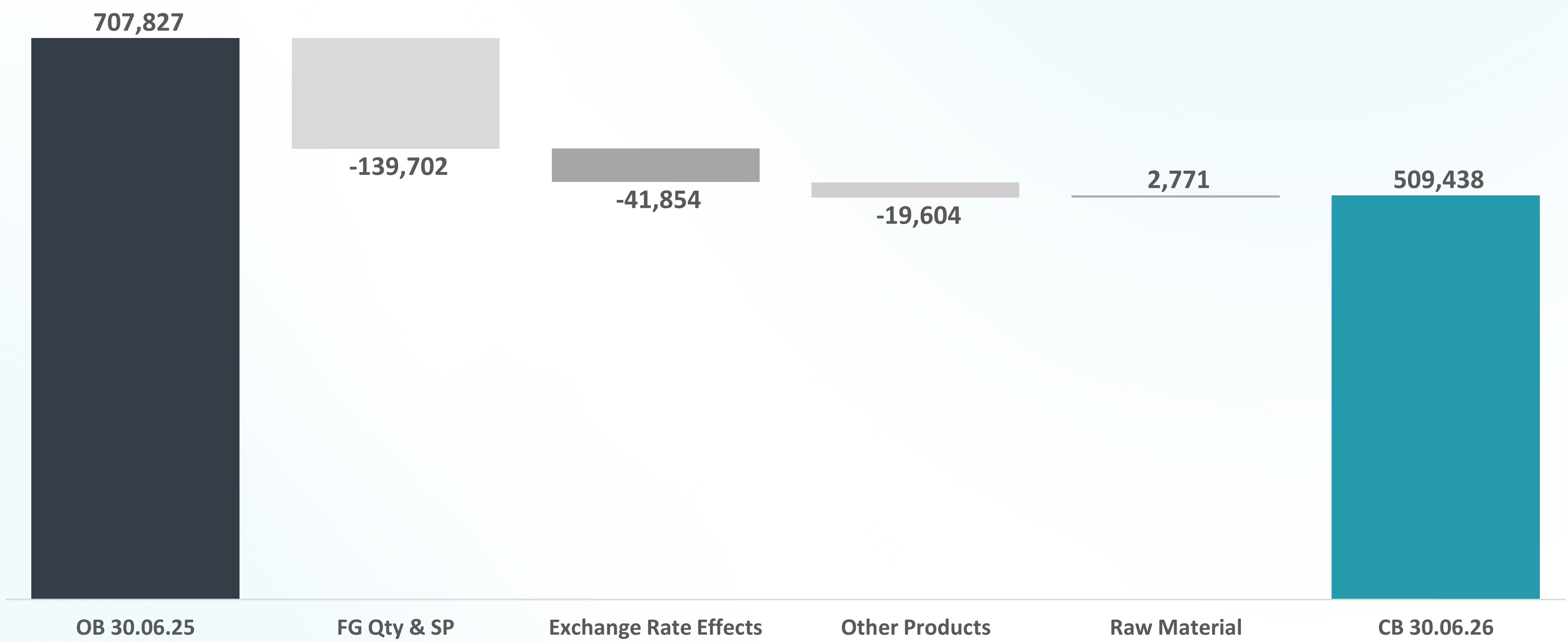
Operating Profit (m' NIS)

	Q2/25	Q2/26
OpEX	150.1	147.8
Operating Profit	32.7	8.3
Operating Profit (Ex. FX)		25.9

Debt & Finance Expenses (m' NIS)

	Q2/25	Q2/26
Cash and Short-Term Investments	107	184.3
Total Debt	768.3	781
Net Debt	661.3	596.7
LTM Average Net Debt	727	592
Interest Expenses	14.5	12.7
Net Financial Expenses	15.3	10.1

Inventory (M' NIS)



Balance Sheet & Cashflow

	Q2/25	Q2/26
Net cash from operating activities	182.4	64.8
Inventory Balance	707.8	509.4
Trade receivables Balance	274.8	262.4
Trade receivables Q/Q Change	(63)	58.5
Net cash used in investing activities	25.3	11.2
Net cash used in finance activities	218.1	10

Driving Profitable and Sustainable Growth

Strategic Priorities

- Prioritizing Profitable Core Segments
- Strengthening Our Corded Leadership
- Building a Differentiated Cordless Offering
- Aligning Innovation with Value Creation

2027 Readiness

- Focused Portfolio with Improved Margin Profile
- Improved Production Planning and Product Availability
- Balanced Growth Across Distribution Channels

Q3 2026 Revenue Outlook

260 – 290 m' NIS (-18.5% Vs. Q3'25, -11% Vs. Q3'25 (Ex. FX)

Order Backlog NIS98.5m -9.5% Vs LY (-3.4% Ex. FX)

Strong shift in revenues from Q2'25 to Q3'25

Q&A

Thank You.