

## Translation of Immediate Report

T091  
Public

### **Bank Leumi le-Israel B.M.**

Registration No. 520018078  
Securities of the Corporation are listed on The Tel Aviv Stock Exchange  
Abbreviated Name: Leumi  
POB 2 Tel Aviv 61000  
Phone: + 972 3 5148111, + 972 3 5149419; Facsimile: + 972 3 5149732  
Electronic Mail: yaelru@bll.co.il

16 March 2010  
Reference: 2011-01-081984

To: Israel Securities Authority (www.isa.gov.il)  
The Tel Aviv Stock Exchange (www.tase.co.il)

### **Immediate Report on Appointment of Senior Office Holder (Excluding a Director and an Individual Appointed on Behalf of a Director which is a Corporation)**

Regulation 34(b) of the Securities (Periodic and Immediate Reports) Regulations,  
1970

1. Surname and First Name: Cohen Aviram  
Surname and First Name in English as they appear in his passport: Cohen Aviram  
Type of Identity Number: Israeli I.D. Number  
Identity Number: 059756866  
Citizenship: Private individual with Israeli citizenship
2. Date of birth: 12 July 1965
3. Address for service of process: 32/2 Esther Hamalka Street, Modiin 71728
4. Date of commencement of tenure: 20 March 2011
5. Position to which appointed:

Other	Head of Marketing Division
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6. Previous positions held in the company prior to appointment:

Other	Head of Public Relations and Regulation Department, Bank and Group Spokesman
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7. Academic Education:

Degree	Subject	Name of Academic Institution
M.B.A.	Business administration	University of Derby, Israel Branch
B.A.	Political Science	Bar Ilan University
B.A.	General history	Bar Ilan University

8. Principal Occupations in the Last 5 Years:

Position Held	Place of Employment	Period held the Position
Head of Spokesman and Regulation Department, Bank and Group Spokesman	Bank Leumi le-Israel B.M.	2006 to date
Head of Public Relations and Spokesman's Unit	Local Government Center	2003 - 2006

9. The Senior Office Holder holds positions with the Corporation, its subsidiary or associated corporation, or with an interested person therein:

Spokesman for subsidiaries

10. No family relationship exists between the Senior Office Holder and any other Senior Office Holder or interested person of the Corporation.

11. A. The Senior Office Holder does not hold securities of the Corporation:

B. The Senior Office Holder does not hold any securities in any subsidiary or affiliated company of the Corporation's.

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*Name of Electronic Reporter: Yael Rudnicki, Position: Group Secretary*  
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