

Translation of Immediate Report

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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

20 January 2010
Reference: 2011-01-024525

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

Immediate Report on Appointment of Senior Officer (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 Dan
Surname and First Name in English as they appear in his passport: Cohen Dan
Type of Identity Number: Israeli I.D. Number
Identity Number: 58845207
Citizenship: Private individual with Israeli citizenship
2. Date of birth: 7 August 1964
3. Address for service of process: 9 Marc Chagall Street, Haifa
4. Date of commencement of tenure: 1 April 2011
5. Position to which appointed:

Executive Vice President	_____
Other	Head of Human Resources Division and Member of Management

6. Previous positions held in the company prior to appointment:

Other	Deputy Head of Banking Division and Head of Investments Department – January 2004 to November 2008
Other	CEO of Leumi Card Ltd. – November 2008 to the current date

7. Academic Education:

Degree	Subject	Name of Academic Institution
B.A.	Business administration and Economics	Haifa University

8. Principal Occupations in the Last 5 Years:

Position Held	Place of Employment	Period held the Position
CEO	Leumi Card Ltd.	November 2008 to the current date
Deputy Head of Banking Division and Head of Investments Department	Bank Leumi le-Israel B.M.	January 2004 to November 2008

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

Chairman of the Board of Directors, Leumi Card Clearing Ltd.; Chairman of the Board of Directors, Leumi Card Credit Ltd and Chairman of the Board of Directors, Leumi Card Pikdonot Ltd.

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 holds securities of the Corporation:

Name, type and series of security	Registration number of the security on the Stock Exchange	Number of Securities	Dormant	Percentage holding		Percentage holding on a fully diluted basis	
				Capital	Voting rights	Capital	Voting rights
Leumi	604611	7,788	No	0.00	0.00	0.00	0.00

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

Note to clause 4:

The appointment is subject to the approval or absence of objection from the Supervisor of Banks.

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