

## **Translation of Immediate Report**

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

Registration No. 520018078

Securities of the Corporation are listed on The Tel Aviv Stock Exchange

Abbreviated Name: Leumi

Leumi House, 34 Yehuda Halevi Street, Tel Aviv 65546

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28 March 2010  
2010-01-435309

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

### **Immediate Report**

Nature of Event: Purchase of Holdings in a Company

On 28 March 2010, Leumi Partners Ltd. (a company wholly owned by the Bank) ("Leumi Partners") signed an agreement with Iliacy Ltd. (the "Seller") and Electra Consumer Products, Ltd. (the "Company") for the purchase from the Seller of 1,947,965 ordinary shares, constituting 10% of the Company's issued and fully paid capital (on a full diluted basis), for a consideration of NIS 100 million (the "Agreement"). The Agreement includes standard rights for the protection of Leumi Partners' investment.

The Agreement can be cancelled by Leumi Partners in the event in which unusual findings or events are discovered or take place (as described in the Agreement) during the course of the due diligence process that Leumi Partners is carrying out with respect to the Company.

An additional agreement provides that Leumi Partners and Leumi Partners Underwriters Ltd. are acting as an investment bank in this transaction, in finding additional potential investors for the Company, and that they are also advising the Company regarding the Company's offering. In consideration for these services, the Company will pay Leumi Partners and Leumi Partners Underwriters Ltd. a commission of NIS 5 million.

Date and time at which the corporation first became aware of the matter being the subject of the report: 28 March 2010 Time: 18:15.

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