



Investor Presentation | Q4 and Full Year 2024

On Track

through change.
Accelerating
Momentum.





Forward Looking Statements

This presentation about Isracard Ltd. (hereinafter - the "Company") and its consolidated companies (hereinafter jointly - the "Group") is made available for the sake of summary and convenience only and does not include all the data regarding the Group and its activity nor does it replace a perusal of the Company's 2024 reports, and its current reports (hereinafter jointly - the "Reports") and should be read in conjunction with the Reports. The information contained in this presentation may include data that are categorized, edited or broken down differently than in the Reports.

This presentation does not constitute an offer or solicitation to purchase the Company's securities, and the information contained therein does not constitute a recommendation or opinion or a substitute for the investor's judgment.

This presentation includes plans, objectives, assessments, estimates and other information relating to future events, including information regarding the Group's assets, future actions and liquidity. Such information constitutes "forward-looking information", as defined in the Securities Law, 1968, and it may not materialize, in whole or in part, or materialize in a manner which is materially different than expected.

Forward-looking information relies on the Company's subjective assessment, which is based, among other things, on facts and data regarding the current status of the Group's business, the status of the payments and credit market, and the economy as a whole, as they were known to the Company on the preparation date of this presentation, as well as on macroeconomic facts and data, on which the Company relies without being able to verify them, including reports and publications of various external parties, such as: data of the Bank of Israel and parties operating in the payments market (such as: credit card companies and other acquirers). The materialization or non-materialization of the forward-looking information shall be affected, among other things, by developments in the

payments and credit market in Israel or other countries, changes in the Group's work plan, changes in market conditions, and external factors affecting the Group's activity, behavior of consumers both globally and in Israel, availability or absence of various resources for the Group, activity of parties and players in the payments and credit markets in Israel or other countries, decisions of various international entities and organizations with which the Group has dealings, or by whose decisions the Group is affected, changes in the scope of activity and number of card holders of the Group, regulatory changes, accounting changes, and changes in taxation rules, changes in the competitive conditions, technological developments, economic changes, macroeconomic changes - including the reduced credit rating of the state of Israel, changes in inflation rates and interest rates in Israel and/or other countries and a recession, the development of the Iron Swords War, its nature, duration, expansion and the local and global consequences thereof, the actions taken by the Government and the Knesset leading to legislative changes, among other things, in relation to the judiciary and their effects (if any); changes in the geopolitical conditions, including the effects of domestic and global political and security conflicts, changes in the terms of financing, and the effects and consequences of some or all of the above on the Group, as well as changes in other areas, which may affect the Group's activity and the business environment in which it operates, which are beyond the Group's control, and which may lead to non-materialization (in whole or in part) of the assessments and/or to changes in the Company's business plans and/or to their materialization in a manner which is different - and even materially different - than predicted, and the materialization of all or some of the risk factors which characterize the Group's activity. The Company does not undertake to update or change any such assessment or information to reflect events or circumstances which shall take place subsequent to the preparation date of this presentation.



Continuous
growth in a
changing
environment



Strong footprint in the Israeli economy

> 3.6M

Private customers

> 100K

Business customers

> 160K

Points of sale

Dominant in the credit card market

9.8B

Total credit portfolio
(NIS, Billions)

Momentum for future growth

~ X2

Credit expansion
(31.12.2021-31.12.2024)

As of year-end 2024

Isracard successfully implements its multi-year strategic plan and moves forward



 **2024**

Successfully
balancing growth
drivers and
responsible
management in a
complex year.



Effective application of growth drivers

Nearly doubled the credit portfolio in three years

Isracard 2024



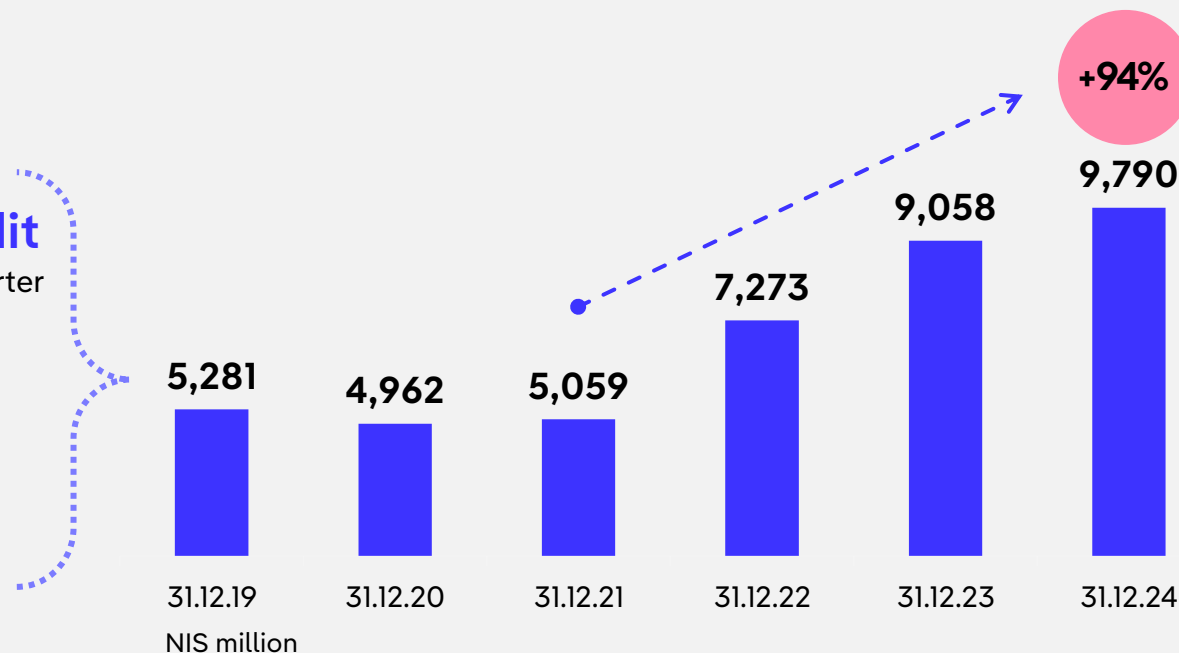
Commercial Credit

Constant quarter-over-quarter growth since 2022



Consumer Credit

Steady growth in line with the economy



Generating value for shareholders

Dividends for 2024

Approx. **106** NIS million

40% distribution as per semi-annual net income basis

Credit card transactions

237 NIS billion

+10% from 2023

Revenues

3,244 NIS million

+3% from 2023

Net income

264 NIS million

+5% from 2023

Confidence in Isracard's business potential

Various acquisition offers from leading companies

Isracard
Continues
to **effectively**
fulfil its strategy
as it focuses on the
main growth drivers.

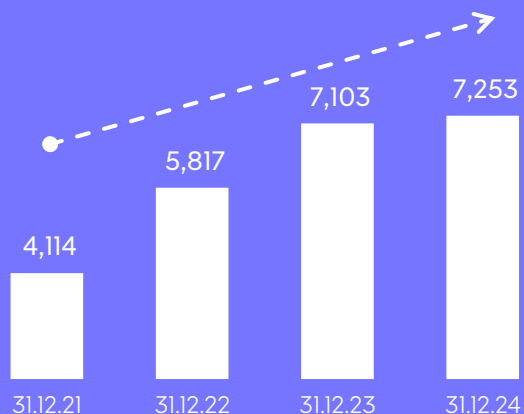
Private Customers



Business Customers

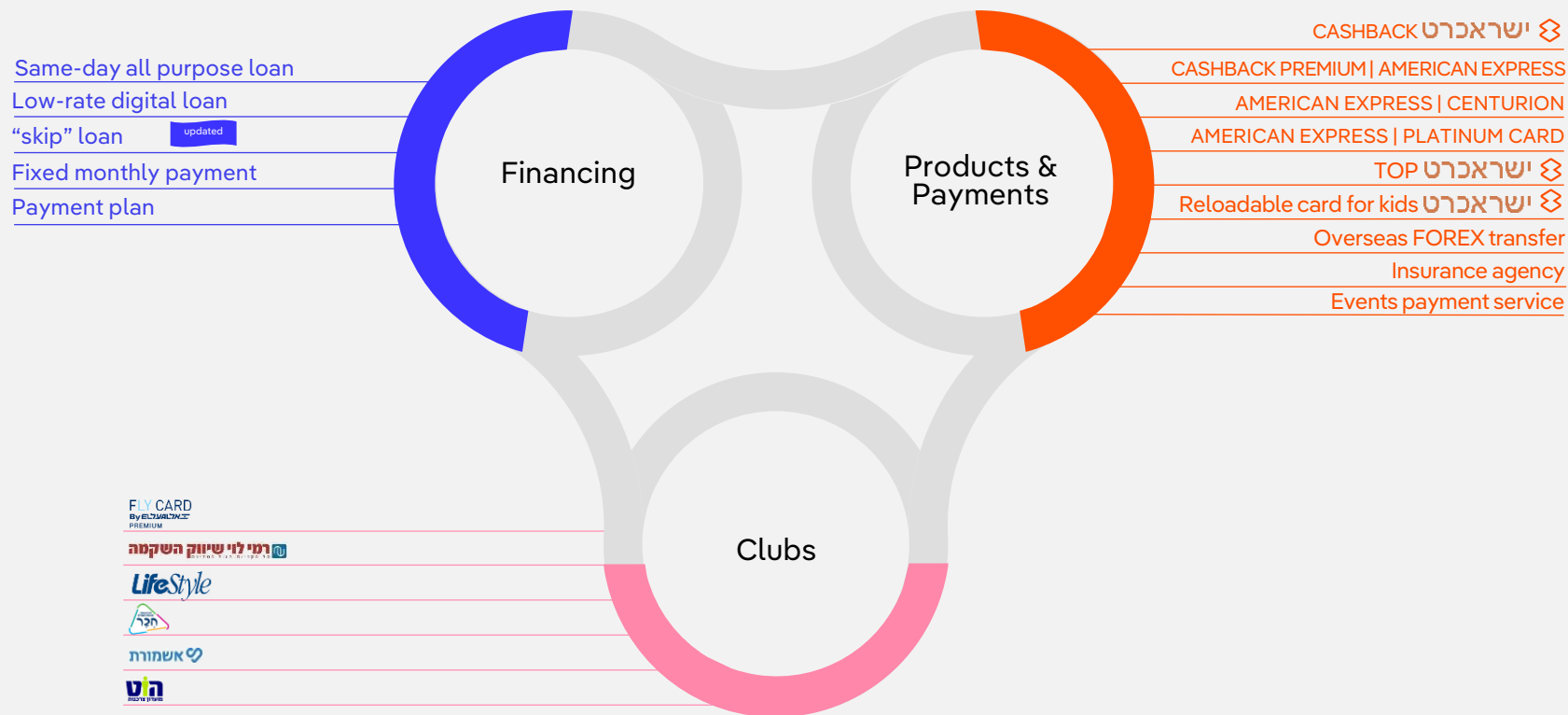


Expanding the range of customized solutions as we focus on customer experience



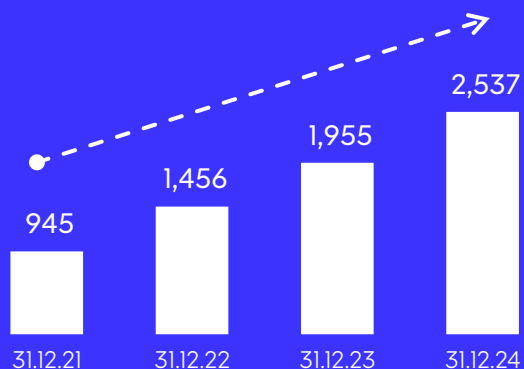
Credit portfolio (NIS million)

In MONEY TIME for private customers



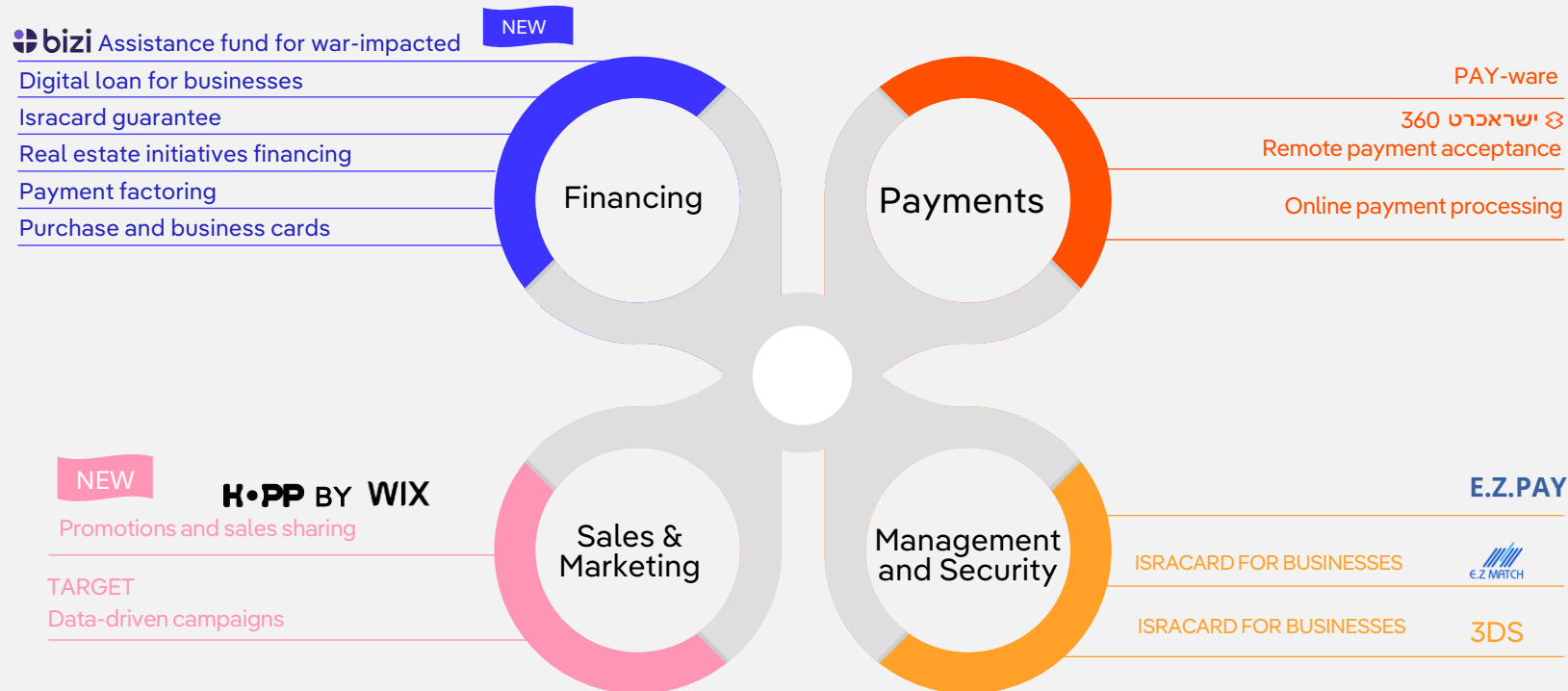


Range of solutions and services that enable our customers to manage their business and financial expansion.



Credit portfolio (NIS million)

TEAM for Small & Midsize Businesses



Digital solutions and partnerships with Fintechs for the benefit of our customers.



Digital credit initiative for small businesses

An advanced digital platform



Digital credit to private customers

Incorporating ML & AI technologies



Digital management services for SMBs

Improved financial management, adjustments, credit cards and control

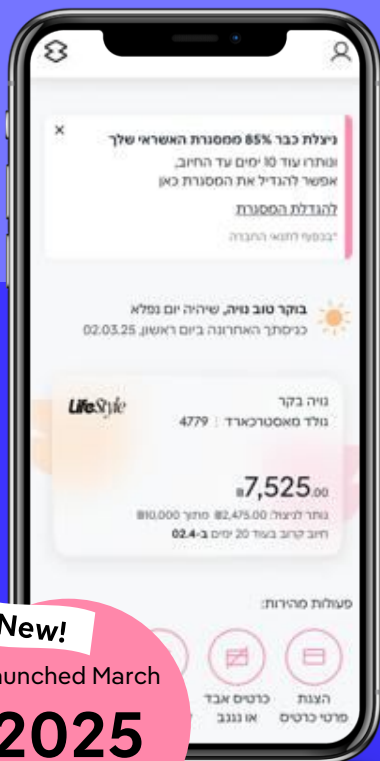


Gift granting service on credit cards

Advanced and convenient solution for private customers

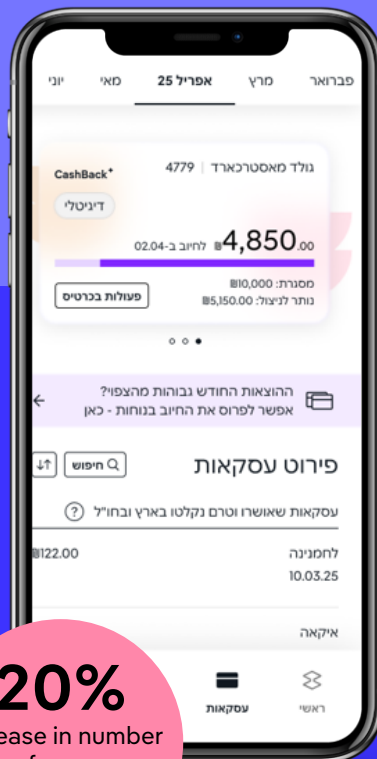
Enhancing customer experience on digital platforms optimizes sales and streamlines processes

Advancing UX.
New web section



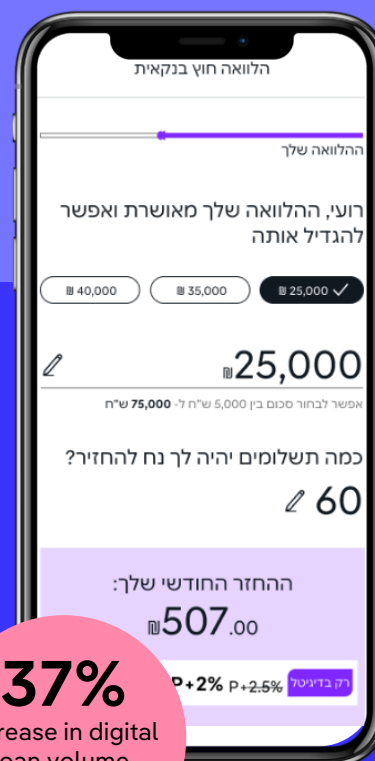
New!
Launched March
2025

The APP as a
focal point



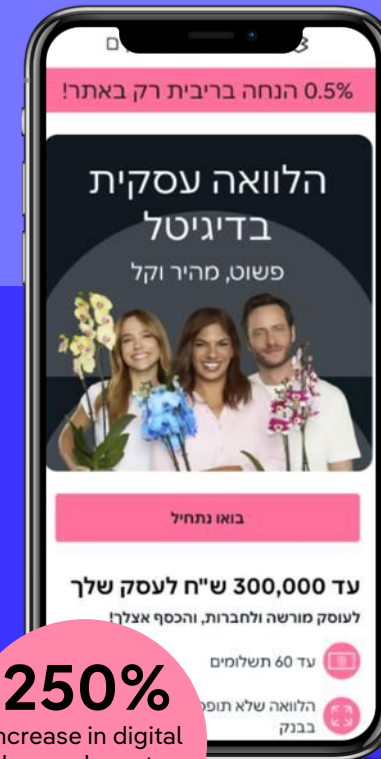
20%
Increase in number
of users

Digital loans to
private customers



37%
Increase in digital
loan volume

Digital loans to
businesses



250%
Increase in digital
loan volume to
SMBs

*from 2023 to 2024

Isracard supports the Israeli society and economy



Ample support for businesses

- Benefits in loans and fees
- Launched a digital support community
- Publicized businesses that resumed operations



Relief for private customers

- Payment installments
- Loans on special terms



Community contribution

- Wide range of initiatives
- Thousands of employee volunteer hours



2024

Financial results

Growth and financial
resilience in a year
market changes.



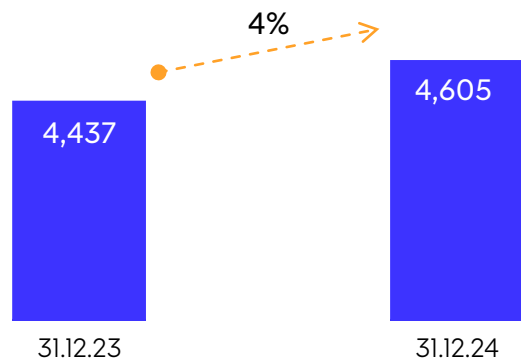


2024: Greater turnover of transactions, revenues and net income in parallel to lower credit loss expenses

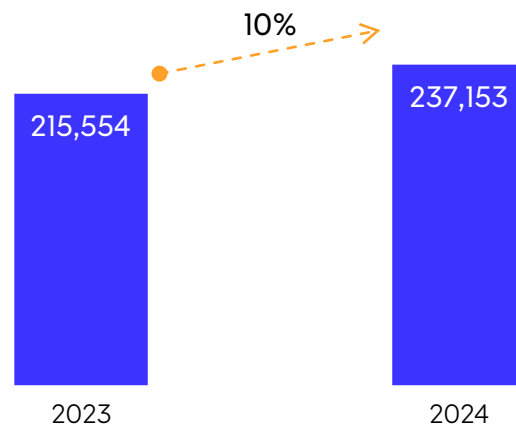
(NIS million)

Active credit cards

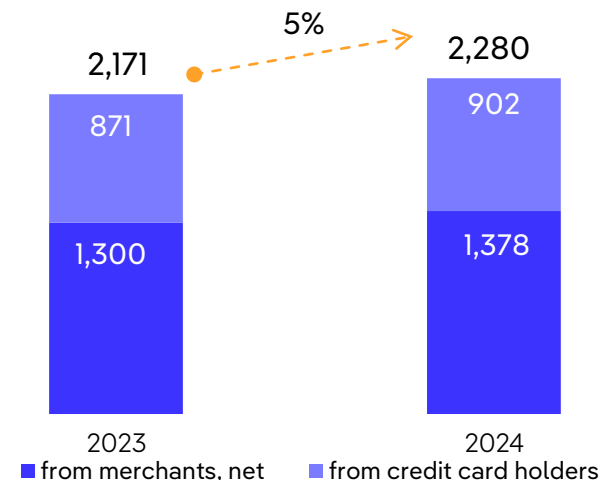
(thousands of units)



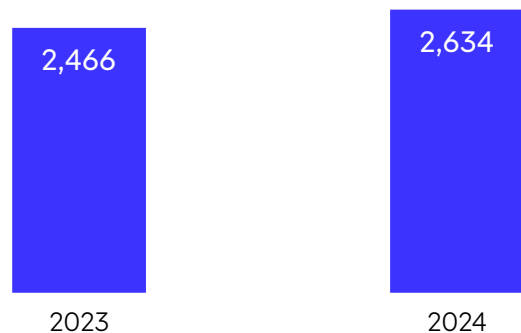
Turnover of transactions related to credit cards issued by the Company



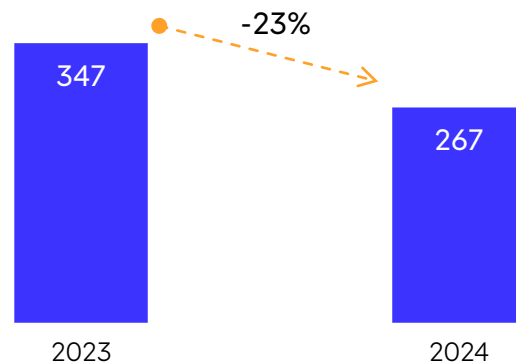
Income from credit cards



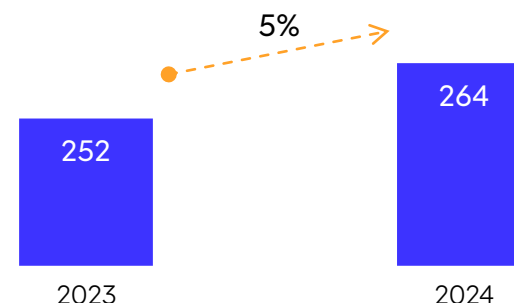
Expenses excluding credit losses



Credit loss expenses



Net income



Portfolio growth in line with strategy and market conditions

The growth trend continues through financial statements signing date

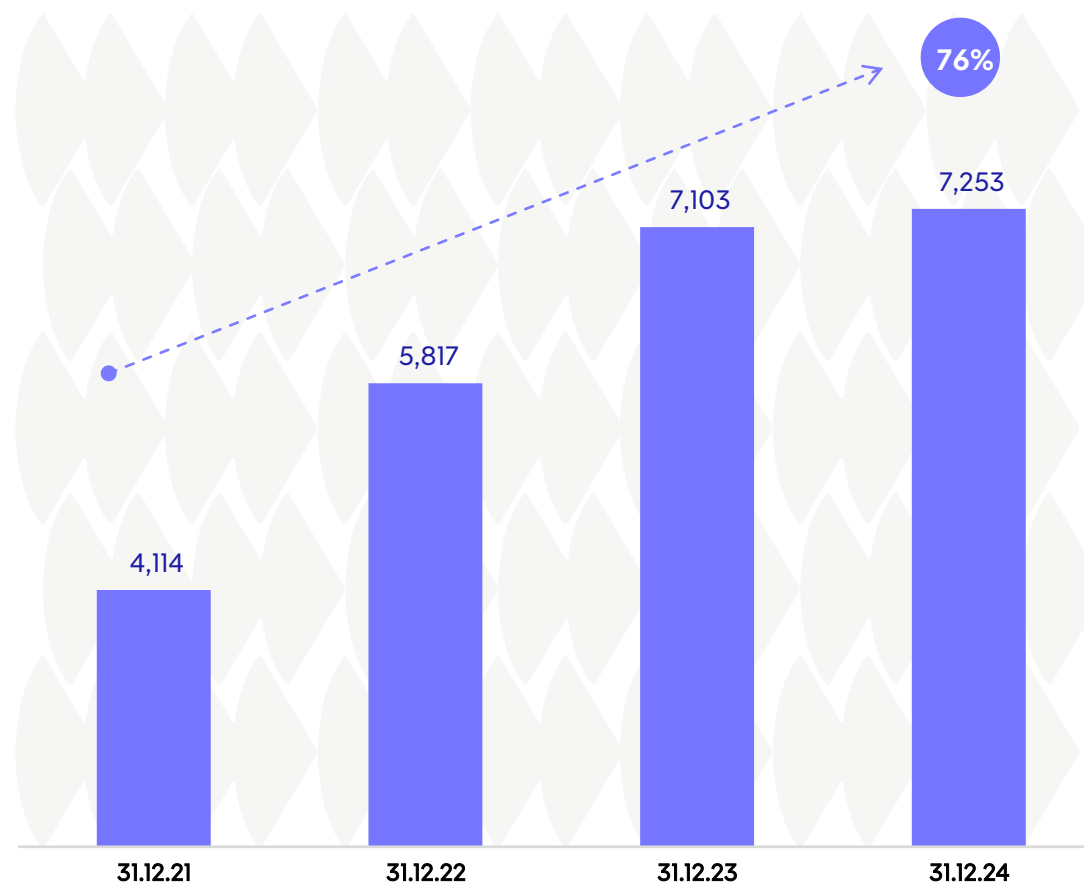
2024 Consumer Credit
7,253 NIS millions

Interest income from customers
812 NIS millions
2023: 806

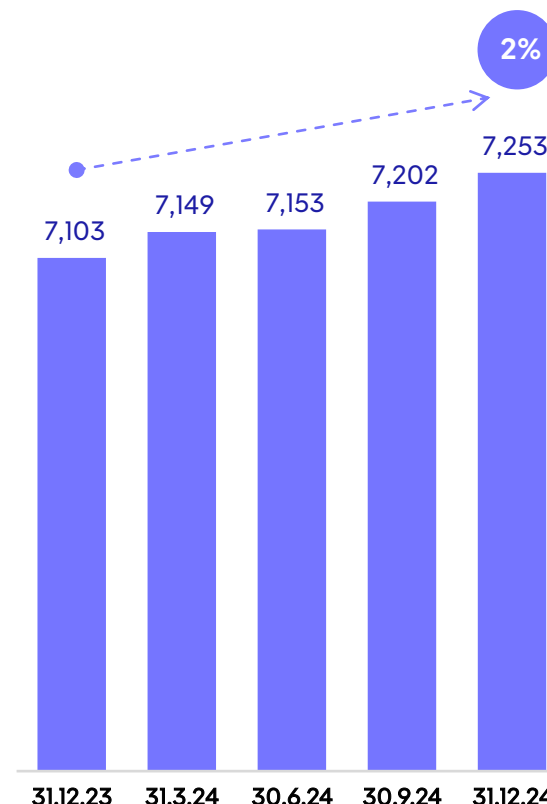
% of interest income⁽¹⁾
11.44%
2023: 11.64%

Interest income margin above Prime rate
5.44%
2023: 5.63%

2021-2024: Consumer credit portfolio demonstrated growth year after year



2024: Gradual & responsible growth quarter after quarter



(1) Rate of average interest income (annualized) based on balances as of the beginning of the months in the quarter



The business credit portfolio grew by a triple-digit rate within three years

Effective implementation of focus on the business growth driver, with a focus on SMBs

Consumer Credit⁽¹⁾ 2024

2,537 NIS millions

Interest income from customers

310 NIS millions
2023: 277

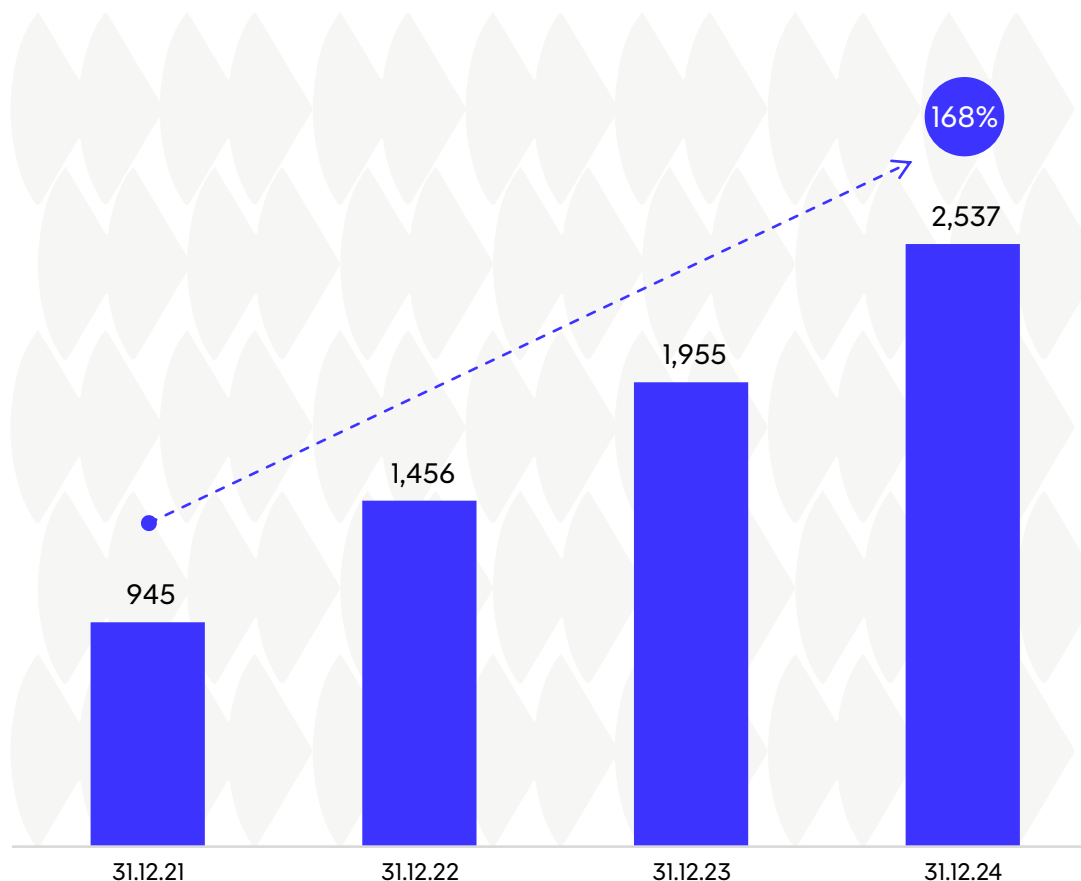
% of interest income^(1,2)

8.57%
2023: 9.28%

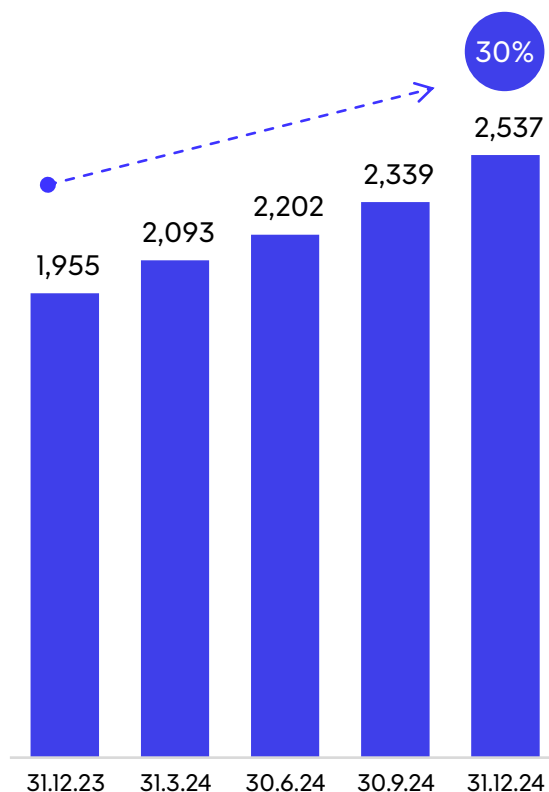
Interest income margin above the Prime rate

2.57%
2023: 3.27%

2021-2024⁽¹⁾: Continuous credit portfolio growth year-over-year



2024⁽¹⁾: Quarter-by-quarter strong and enhanced dominance



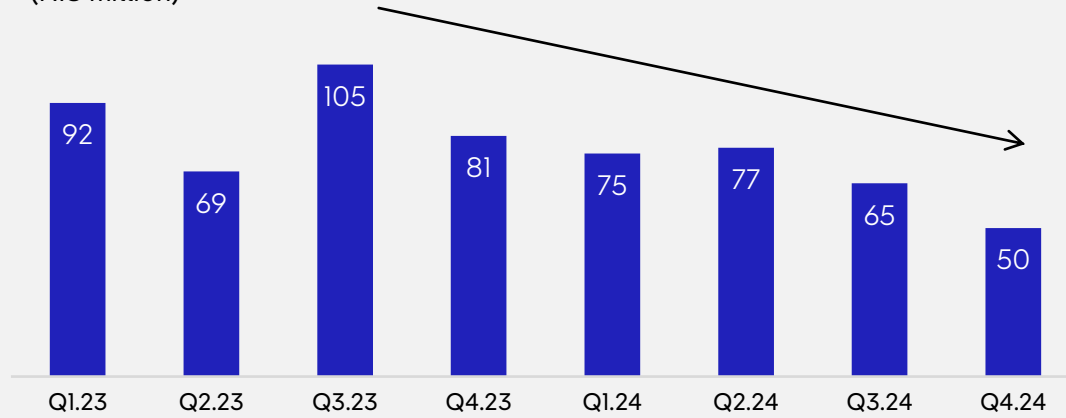
(1) Excluding balances complying with the terms and conditions for extinguishment of the liability according to FAS 166 in respect of voucher factoring for merchants

(2) Rate of average interest income (annualized) based on balances as of the beginning of the months - of the commercial credit portfolio

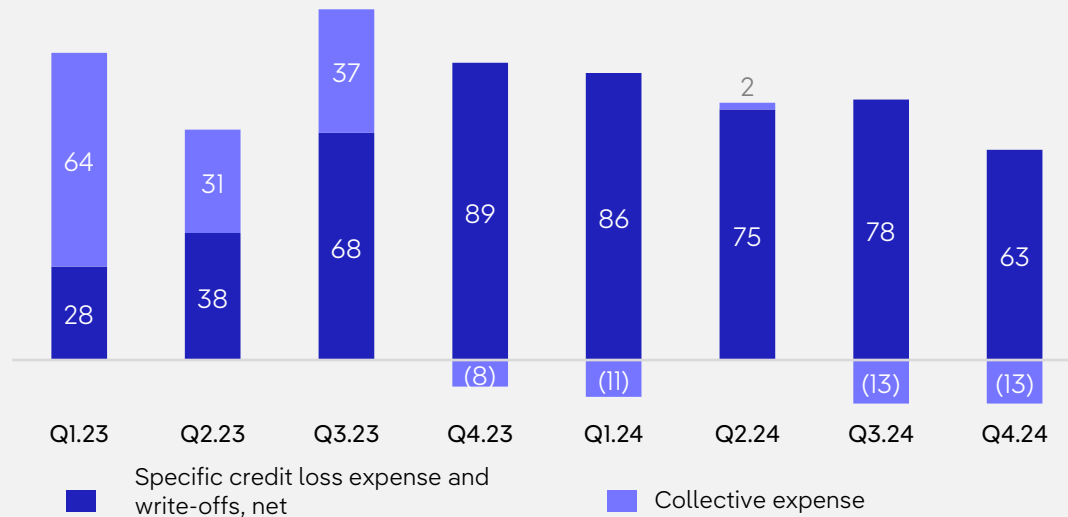
Improvement in quality of credit portfolio

Adjusted Underwriting policy in line with gradually improving local economy

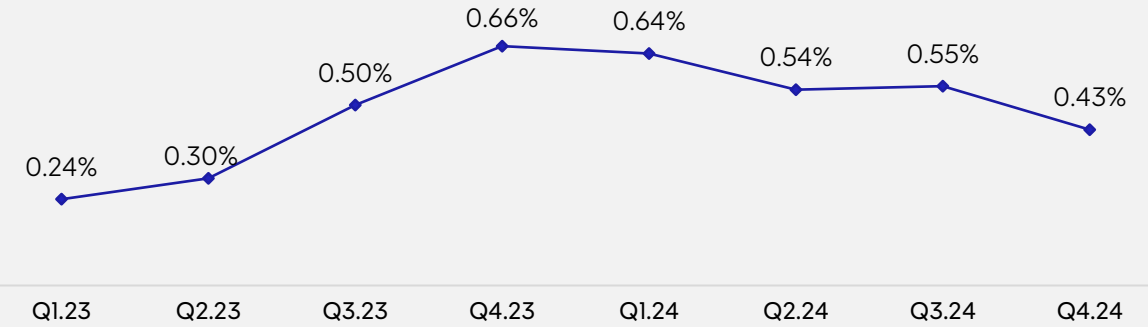
Total credit loss expenses
(NIS million)



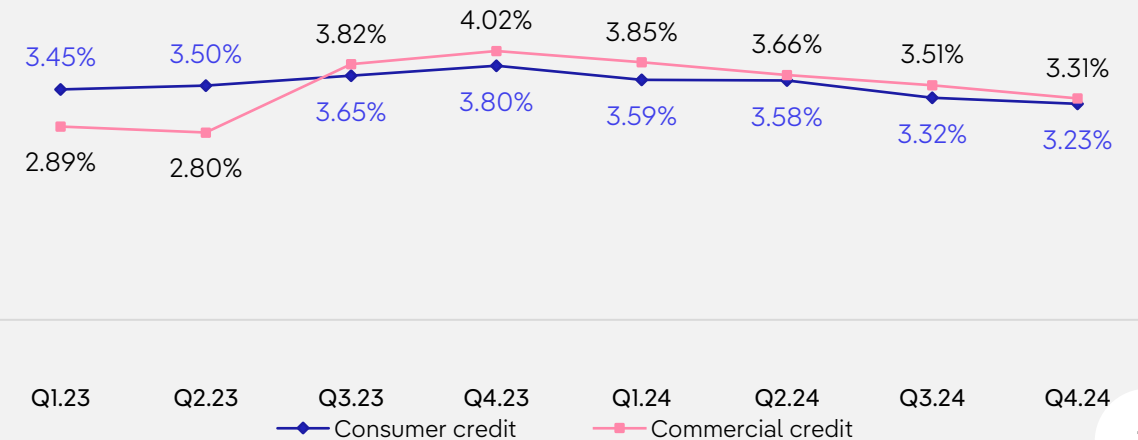
Credit loss expenses by specific credit loss expenses and write-offs, net, and collective expense (NIS million)



Rate of specific credit loss expense and write-offs, net, of the average of credit card receivables balance^(1,2)



Coverage ratio - credit loss provision of the balance of credit card receivables⁽²⁾





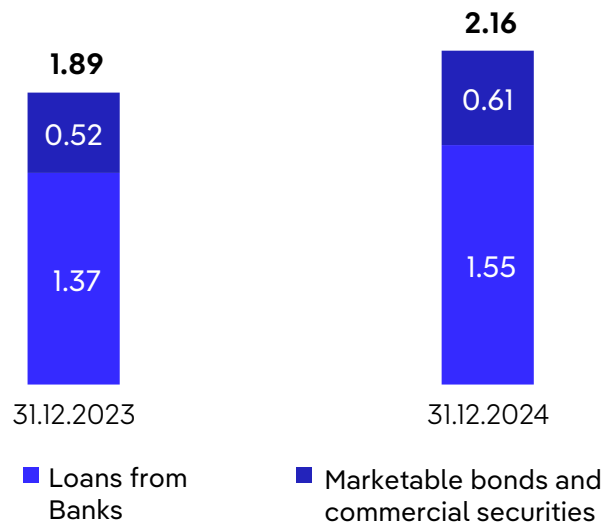
Availability and diversity of funding sources support strategy and operating activities

(NIS billion)



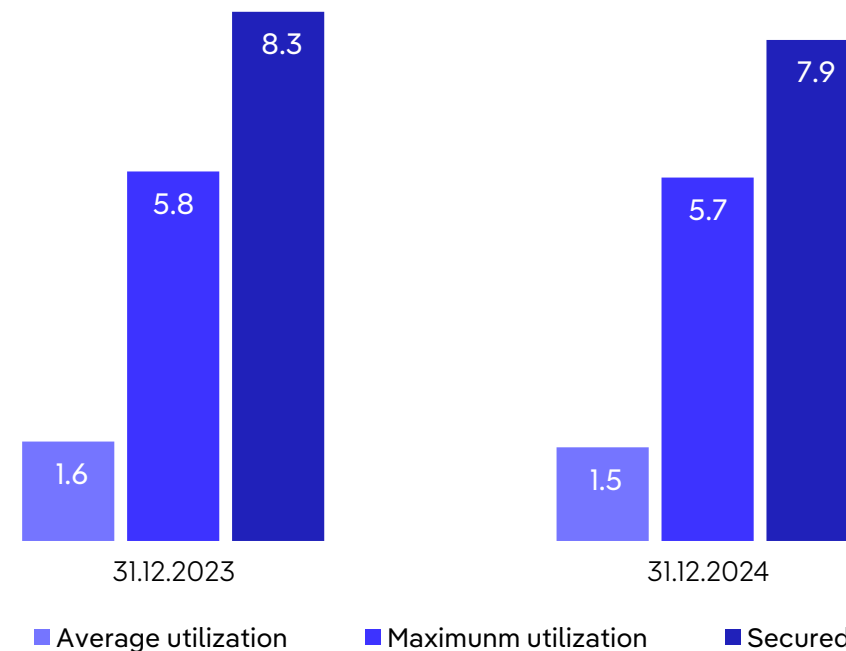
Financing Sources

Bank and other loans and commercial funding as of the balance sheet date



The Group's Credit Facilities⁽¹⁾

Maximum and average utilization since the beginning of the year



(1) Including autonomous credit facilities



Robust capital and capital ratios

Capital attributable to shareholders

3.2 NIS billion

Tier 1 capital ratio

11.9%

Board of Directors' minimum 10.0%
Regulatory minimum 8.0%

Total capital ratio

13.0%

Board of Directors' minimum 11.75%
Regulatory minimum 11.5%

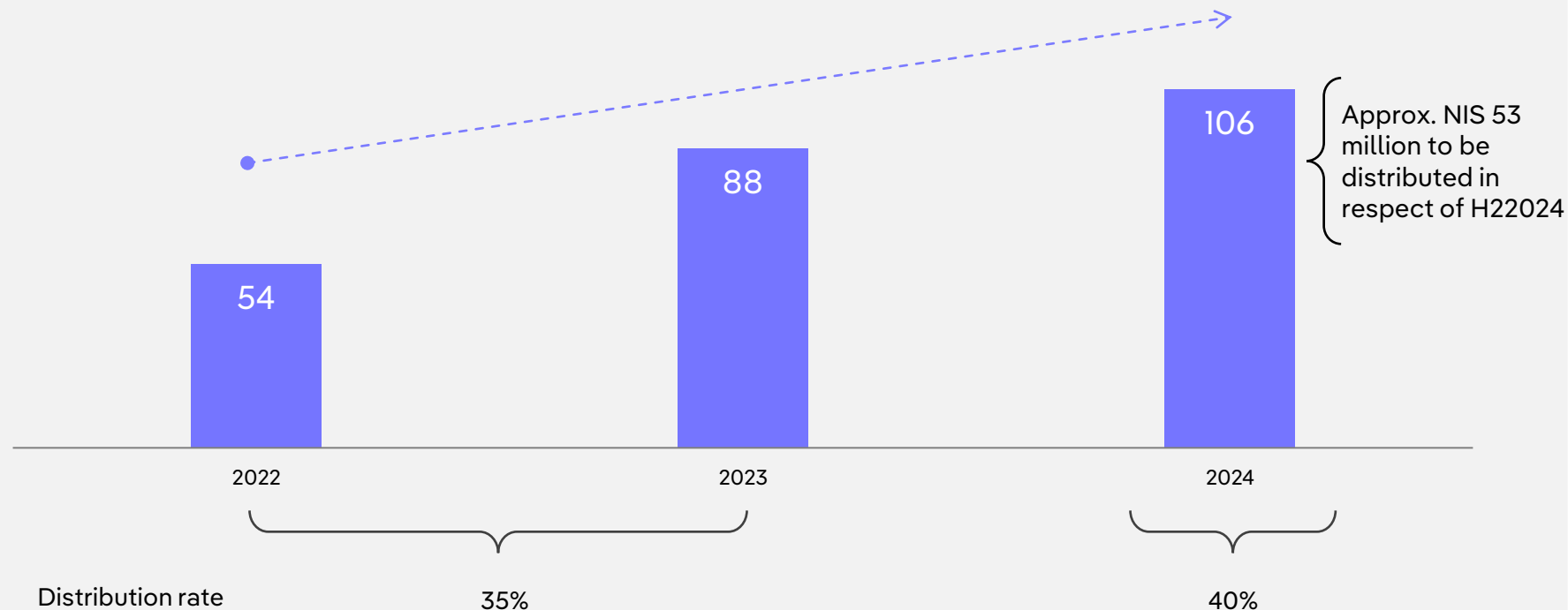


Financial resilience allows ongoing growth while enhancing shareholder value

(NIS million)



Dividend at approx. NIS 106 million to be distributed in respect of 2024





2024 Summary

Successful implementation of the multi-year strategy

Towards the next leap



Constant growth in era of uncertainty

Credit portfolio growth and positive financial trends

Risk management and adaptive organization



Improving customer experience

Strengthening direct customer relations

Collaboration with FINTECHs

Array of digital solutions



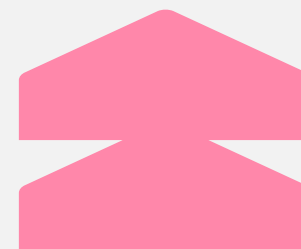
Financial bridge for customer continuity and growth

Ongoing support for businesses and consumers from the north and south, and reserve soldiers, following the war



Creating shareholder value

Approx. NIS 106 million dividend in respect of 2024

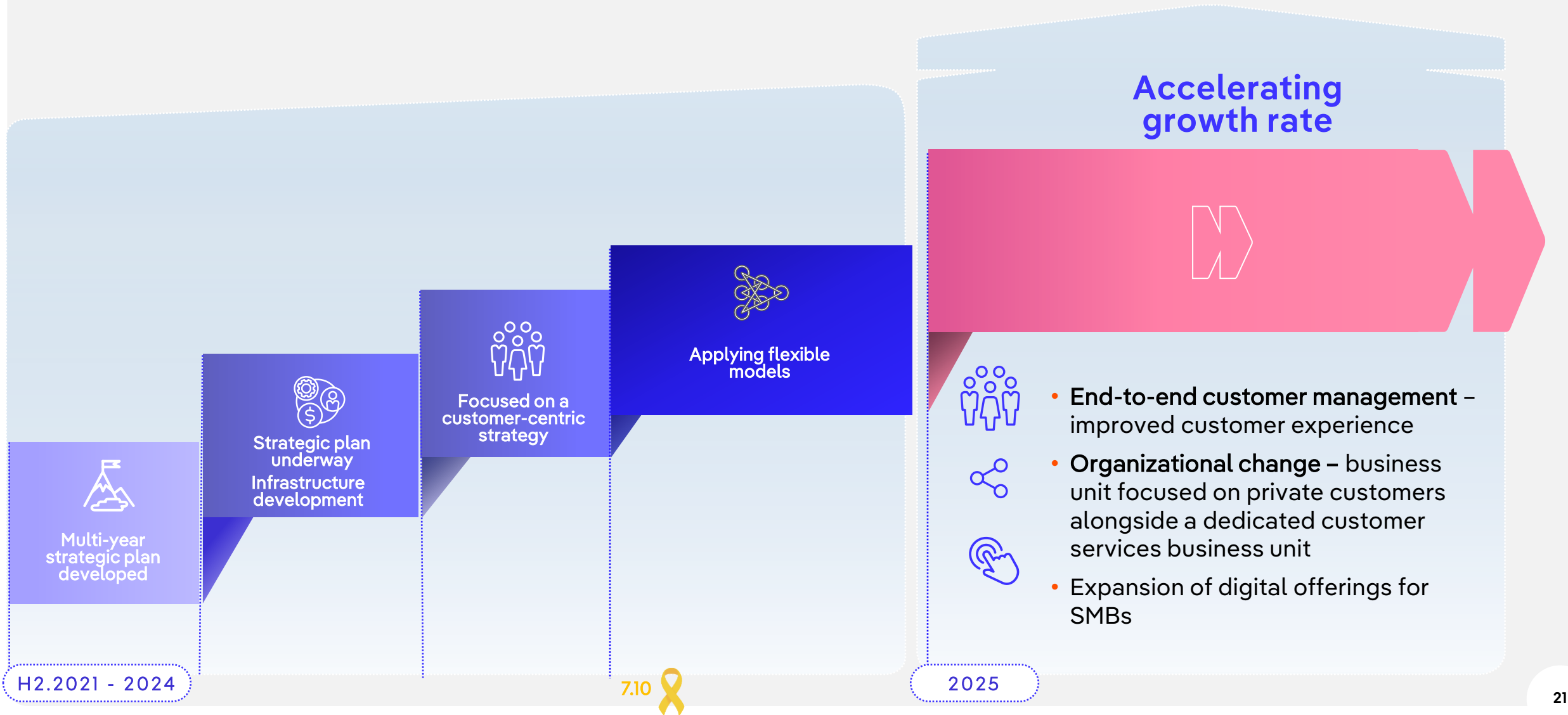


Demonstrating trust in Isracard

Delek Group control acquisition agreement, subject to regulatory and other approvals

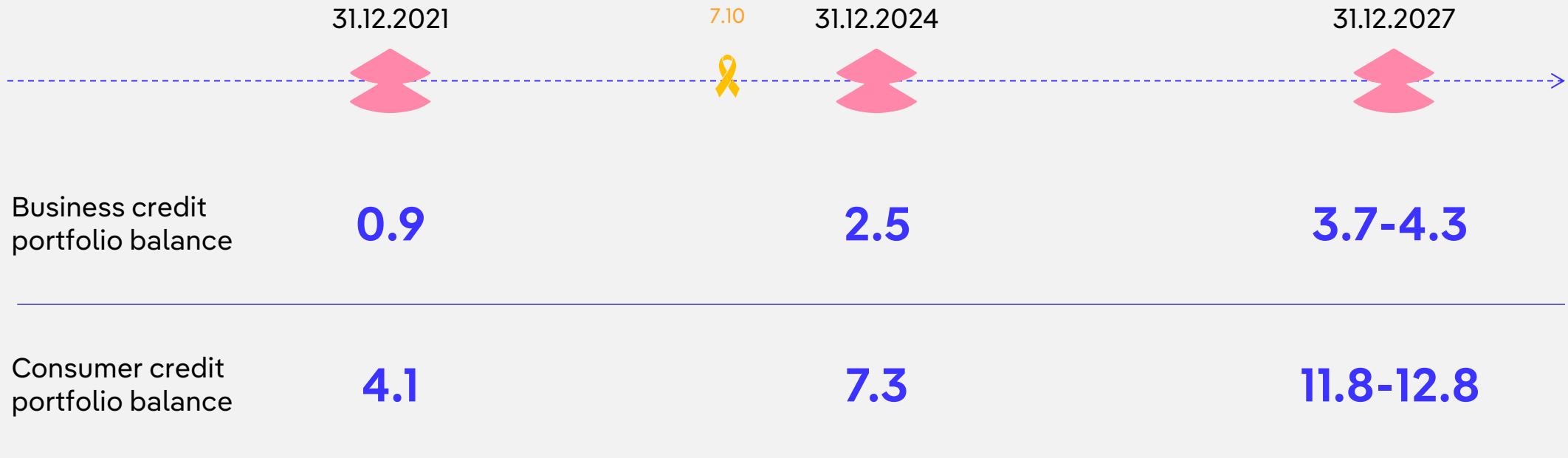


Isracard enhances its growth rate



Isracard will continue to advance its growth by focusing on its two main growth drivers

(NIS billion)





ISRACARD

Investor Presentation | Q4 and full year 2024



Accelerating growth





Appendices





Statement of Profit and Loss

NIS million	2024	2023
Income		
Income from merchants, net	1,378	1,300 ⁽¹⁾
Income from credit card holders	902	871
Interest income, net	947	932
Other income	17	47 ⁽¹⁾
Total income	3,244	3,150
Expenses		
Credit loss expenses	267	347
Operating expenses	1,190	1,141
Selling and marketing expenses	774	681
General and administrative expenses	139	141
Payments to banks	531	503
Total expenses	2,901	2,813
Profit before taxes	343	337
Provision for taxes	(81)	(84)
The Company's share in associates' profits, post-tax	3	-*
Net income:		
Before attribution to non-controlling interests	265	253
Attributable to non-controlling interests	(1)	(1)
Attributable to the Company's shareholders	264	252

* An amount lower than NIS 0.5 million

(1) Reclassified

Quarterly Statement of Profit and Loss

NIS million	Q4.2024	Q3.2024	Q2.2024	Q1.2024	Q4.2023	Q3.2023	Q2.2023	Q1.2023
Income								
Income from merchants, net	350	360 ⁽¹⁾	338 ⁽¹⁾	330 ⁽¹⁾	299 ⁽¹⁾	343 ⁽¹⁾	329 ⁽¹⁾	329 ⁽¹⁾
Income from credit card holders	233	245	224	200	182	246	229	214
Interest income, net	239	240	237	231	236	244	233	219
Other income	3	7 ⁽¹⁾	3 ⁽¹⁾	4 ⁽¹⁾	14 ⁽¹⁾	9 ⁽¹⁾	9 ⁽¹⁾	15 ⁽¹⁾
Total income	825	852	802	765	731	842	800	777
Expenses								
Credit loss expenses	50	65	77	75	81	105	69	92
Operating expenses	327	301	284	278	272	292	296	281
Selling and marketing expenses	203	212	185	174	162	170	176	173
General and administrative expenses	43	34	31	31	36	32	36	37
Payments to banks	134	140	134	123	114	136	129	124
Total expenses	757	752	711	681	665	735	706	707
Profit before taxes	68	100	91	84	66	107	94	70
Provision for taxes	(15)	(23)	(23)	(20)	(13)	(26)	(28)	(17)
The Company's share in associates' profits, post-tax	1	1	1	-*	(2)	(1)	1	2
Net income:								
Before attribution to non-controlling interests	54	78	69	64	51	80	67	55
Attributable to non-controlling interests	-*	-*	(1)	-*	-*	-*	(1)	-*
Attributable to the Company's shareholders	54	78	68	64	51	80	66	55

* An amount lower than NIS 0.5 million

(1) Reclassified



Balance Sheet

NIS million	31.12.2024	31.12.2023
Assets		
Cash and deposits with banks	1,003	902
Amounts receivable from banks for credit card transactions, net	7,045	6,271
Receivables for credit card transactions	16,417	14,468
Credit loss provision	(488)	(514)
Receivables for credit card transactions, net	15,929	13,954
Securities	62	42 ⁽¹⁾
Investments in associates	47	44 ⁽¹⁾
Buildings and equipment	473	462
Goodwill	21	21
Other assets	1,016	817
Total assets	25,596	22,513
Liabilities		
Credit from banking corporations and others	1,552	1,367
Payables for credit card transactions	19,100	16,556
Marketable bonds and commercial securities	607	526
Other liabilities	1,163	1,054
Total liabilities	22,422	19,503
Equity attributable to the Company's shareholders	3,174	2,997
Non-controlling interests	-	13
Total equity	3,174	3,010
Total liabilities and equity	25,596	22,513

(1) Reclassified