



Phoenix Financial Announces Inclusion in the MSCI Israel Index

Tel Aviv, August 8, 2025 – Phoenix Financial, a leading Israel-based asset management, insurance, and financials group (TLV:PHOE) (“Phoenix,” the “Group,” or the “Company,” formerly “Phoenix Holdings”), announced the Company’s shares are expected to be added to the MSCI Israel Index as of the close of business on August 26, 2025.

The MSCI Israel Index is a developed market index designed to measure the performance of the large and mid-cap segments of the Israeli equity market and includes companies that meet specific criteria for market capitalization, free float, and trading liquidity. The Index is used both for portfolio benchmarking and as a basis for exchange-traded funds.

During recent years, Phoenix has been transformed from a small-cap company with limited trading volume and awareness among the global investment community to a highly-investible company with \$20-30 million average daily trading volumes. Currently, Phoenix attracts interest from a broad range of first-tier international institutional investors, with 30-40% of Phoenix shares held by global investors. The largest single investor is Affinity Partners, managed by Jared Kushner.

Since Israel was classified as a developed market by MSCI in 2010, the MSCI Israel Index has become a key tool for tracking and investing in Israel's stock market. The inclusion of a company in a MSCI country-specific index is often the precursor to inclusion in additional MSCI indices, such as MSCI World, MSCI Developed Markets, MSCI ACWI, and sector-specific indices like MSCI Financials. Israel’s capital markets are attracting an increasing number of global investors, and the Tel Aviv Stock Exchange has announced a planned transition to a Monday-Friday trading week starting January, 2026.

Eyal Ben Simon, CEO of Phoenix Financial:

“We are extremely pleased to be included in the MSCI Israel Index. This inclusion reflects the Company’s strong performance, consistent growth, and strong standing in the Israeli capital markets. It also highlights the continued trust placed in us by investors both in Israel and globally. Being included in this influential index is an important milestone in our journey and further strengthens our visibility internationally. As part of our proven value creation and growth strategy, Phoenix continues to focus on growth across group businesses, including both asset management and insurance.”

About Phoenix Financial

Phoenix Financial is a leading Israel-based asset management and insurance company traded on the Tel Aviv Stock Exchange (TASE: PHOE). Group activities have demonstrated strong compounding AUM and earnings growth and resilient performance across the cycle. Phoenix serves a significant portion of Israeli households with a broad set of activities and solutions across businesses and client segments. Managing



over \$160 billion in assets, Phoenix accesses Israel's vibrant and innovative economic activity through a robust investment portfolio, creating value for both clients and shareholders.

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