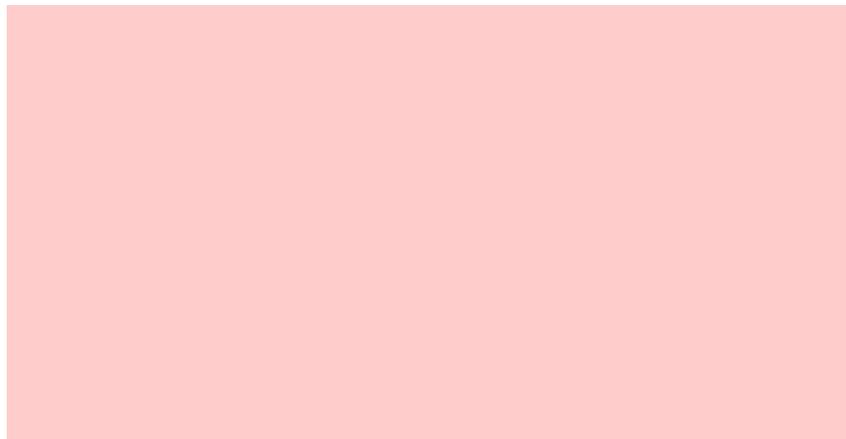


FORM OF DIRECTION
ANNUAL GENERAL MEETING OF



Form of Direction for completion by holders of Depository Interests representing shares on a 1 for 1 basis in the Issuer Company in respect of the Annual General Meeting to be held at 10:00 a.m. on 4 May 2021.

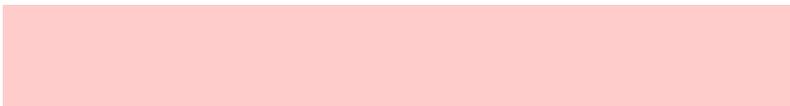
Notes

- To be valid, this Form of Direction and the power of attorney or other authority (if any) under which it is signed, or a notarially or otherwise certified copy of such power or authority, must be received by post or (during normal business hours only) deposited at Link Group, 10th Floor, Central Square, 29 Wellington Street, Leeds LS1 4DL no later than 10:00 a.m. (UK time) on 28 April 2021.
- Any alterations made to this Form of Direction should be initialled.
- In the case of a corporation this Form of Direction should be given under its Common Seal or under the hand of an officer or attorney duly authorised in writing.
- Please indicate how you wish your votes to be cast by placing "X" in the box provided. On receipt of this form duly signed, you will be deemed to have authorised the Depository to vote, or to abstain from voting, as per your instructions. If no voting instruction is indicated, you will be deemed to have instructed the Depository to abstain from voting on the specified resolution.
- The Depository will appoint the Chairman of the meeting as its proxy to cast your votes. The Chairman may also vote or abstain from voting as he or she thinks fit on any other resolution (including amendments to resolutions) which may properly come before the meeting.
- The 'Vote Withheld' option is provided to enable you to abstain from voting on the resolutions. However, it should be noted that a 'Vote Withheld' is not a vote in law and will not be counted in the calculation of the proportion of the votes 'For' and 'Against' a resolution.
- Depository Interests may be voted through the CREST Proxy Voting Service in accordance with the procedures set out in the CREST manual.

Perivan 260753



FORM OF DIRECTION FOR ANNUAL GENERAL MEETING
Plus500



I/We the undersigned is a controlling shareholder and/or have a personal interest in the adoption of Resolutions:

Yes No Yes No Yes No Yes No

Please complete, sign and return this form in the enclosed reply-paid envelope to be received by Link Market Services Limited no later than 10.00 a.m. (UK time) on 28 April 2021.



being a holder of Depository Interests representing shares in the Issuer Company hereby appoint Link Market Services Trustees Limited ("Depository") as my/our proxy to vote for me/us and on my/our behalf at the Annual General Meeting of the Issuer Company to be held on the above date (and at any adjournment thereof) as directed by an X in the spaces below.

THE RESOLUTIONS Please mark 'X' to indicate how you wish to vote

As ordinary business to consider, and, if thought fit, pass Resolutions 1 to 7 below:

- To re-elect David Zruia, who retires by rotation pursuant to Article 42 of the Company's Articles of Association, as a director.
- To re-elect Elad Even-Chen, who retires by rotation pursuant to Article 42 of the Company's Articles of Association, as a director.
- To re-elect Steven Baldwin, who retires by rotation pursuant to Article 42 of the Company's Articles of Association, as an Independent Non-Executive Director.
- To re-elect Sigalia Heifetz, who retires by rotation pursuant to Article 42 of the Company's Articles of Association, as an Independent Non-Executive Director.
- To elect Prof Jacob A. Frenkel pursuant to Article 42 of the Company's Articles of Association, as an Independent Non-Executive Director (if elected, Prof Frenkel shall serve as Chair of the Company's Board of Directors following the Annual General Meeting).
- To re-appoint Kesselman & Kesselman, a member firm of PricewaterhouseCoopers International Limited, as the Company's independent external auditor for 2021.
- To authorise the Company's Board of Directors (or, the Audit Committee, if authorised by the Board of Directors) to fix the remuneration of the Company's independent external auditor.

	For	Against	Vote Withheld
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*The 'Vote Withheld' option is to enable you to abstain on any of the specified resolutions. Please note that a vote withheld has no legal effect and will not be counted in the votes 'For' or 'Against' a resolution.

As special business to consider, and, if thought fit, pass Resolutions 8 to 16 below:

- To authorise the directors pursuant to Article 10(c) of the Company's Articles of Association to allot and issue up to 5,099,475 Ordinary Shares (representing just under 5 per cent. of the Company's issued share capital (excluding shares held in treasury)) for cash as if Article 10(b) of the Articles of Association did not apply to such allotment.
- To authorise the directors pursuant to Article 10(c) of the Company's Articles of Association to allot and issue up to 5,099,475 Ordinary Shares (representing just under 5 per cent. of the Company's issued share capital (excluding shares held in treasury)) for cash as if Article 10(b) of the Articles of Association did not apply to such allotment and issue, such authority to be limited to the allotment of equity securities or sale of treasury shares, to be used only for the purposes of financing (or refinancing, if the authority is to be used within six months after the original transaction) a transaction which the Board of the Company determines to be an acquisition or other capital investment of a kind contemplated by the Statement of Principles on Disapplying Pre-Emption Rights most recently published by the Pre-Emption Group prior to the date of this notice.
- To authorise the Company to make purchases of up to 10,198,950 Ordinary Shares (representing just under 10 per cent of the Company's issued share capital (excluding shares held in treasury)) for cash.
- As required by the Israeli Companies Law, 5759-1999, to renew the Company's Remuneration Policy for Directors and Executives in the form attached to the Annual General Meeting Notice.
- To approve the fees payable to Prof Jacob Frenkel for his services as an Independent Non-Executive Director of NIS 1,605,000 (approx. £350,000) (plus VAT) gross per annum, effective as of the date of the meeting, which shall be paid to Prof Frenkel as follows: (a) NIS 1,260,000 (approx. £275,000) and (b) NIS 345,000 (approx. £75,000) by the allotment of ordinary shares of the Company.
- As required by the Israeli Companies Law, 5759-1999 and in accordance with the recommendation of the Remuneration Committee and the Board of Directors, to approve the following remuneration terms for Mr David Zruia, the Chief Executive Officer and an Executive Director of the Company:
 - An increase in the fees payable to Mr Zruia, as an amendment to his employment contract, for his services as Chief Executive Officer and Executive Director from NIS 1,520,000 (approx. £343,000) to NIS 2,060,000 (approx. £450,000) gross per annum, effective 1 January 2021.
 - The payment to Mr Zruia of an annual bonus for the year ending 31 December 2021, with an aggregate value of up to 250 per cent. of the service fee (NIS 5,150,000 (approx. £1,125,000)), as set forth in the explanatory notes.
 - The grant to Mr Zruia of an LTIP award with an aggregate value of up to 250 per cent. of the service fee (NIS 5,150,000 (approx. £1,125,000)), the effective grant date of which shall be 1 January 2021, as set forth in the explanatory notes.
- As required by the Israeli Companies Law, 5759-1999 and in accordance with the recommendation of the Remuneration Committee and the Board of Directors, to approve the following remuneration terms for Mr Elad Even-Chen, the Chief Financial Officer and an Executive Director of the Company:
 - An increase in the service contract fee payable to Mr Even-Chen for his services as Chief Financial Officer and Executive Director from NIS 1,700,000 (approx. £384,000) to NIS 2,060,000 (approx. £450,000) (plus VAT) per annum, effective 1 January 2021.
 - The payment to Even-Chen of an annual bonus for the year ending 31 December 2021, with an aggregate value of up to 250 per cent. of the service contract fee (NIS 5,150,000 (approx. £1,125,000) (plus VAT)), all as set forth in the explanatory notes.
 - The grant to Even-Chen of an LTIP award with an aggregate value of up to 250 per cent. of the service contract fee (NIS 5,150,000 (approx. £1,125,000) (plus VAT)), the effective grant date of which shall be 1 January 2021, as set forth in the explanatory notes.
- As required by the Companies Law and in accordance with the recommendation of the Remuneration Committee and the Board of Directors, to approve a tax bonus payment of NIS 4,250,000 (plus VAT) (approx. £927,000), which shall be paid to Even-Chen by the allotment of ordinary shares of the Company for the extraordinary contribution and commitment in obtaining a highly beneficial approval from the Israeli Tax Authority (ITA) and the Israel Innovation Authority (IIA), the effective payment date of which shall be 1 January 2021, to be held by Even-Chen for a minimum period of two years, as set forth in the explanatory notes.
- As an advisory vote, to approve the Directors' Remuneration Report, in the form set out on pages 67 to 75 of the Company's Annual Report for the financial year ended 31 December 2020.

	For	Against	Vote Withheld
8.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
11.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
12.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
13.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
14.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
15.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
16.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Returning the form
The form may be returned by post in the pre-paid envelope provided.

Signature

Date