



October 5, 2008

H.E. Ban Ki-moon
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General,

I am pleased to confirm that *Strauss Group* supports the ten principles of the Global Compact with respect to human rights, labour, environment and anti-corruption. With this communication, we express our intent to advance those principles within our sphere of influence. We are committed to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Millennium Development Goals. *Strauss Group* will make a clear statement of this commitment to our stakeholders and the general public.

We recognize that a key requirement for participation in the Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's efforts to implement the ten principles. We support public accountability and transparency, and therefore commit to report on progress within two years of joining the Global Compact, and every year thereafter according to the Global Compact COP policy. We are participants in the Israeli "Maala" index and rating which are published every year and therefore submit annual reports of our performance pursuant to Maala's requirements. It is our understanding that these reports satisfy the COP demands as well and we will therefore submit our Maala reports as our Communication on Progress on an annual basis.

Please find attached general information about our company, as well as the contact details of the focal point for communication with the Global Compact Office. I would kindly like to invite you to review Strauss' first Corporate Responsibility and Sustainability Report, which may be found in the following link to our website - <http://www.strauss-group.com/images/Uploads/responsibility-report.pdf>. Please note that we have added a "UN Global Compact Index" to our report, detailing Strauss' approach with regard to each one of the ten GC principles, in order to emphasize our commitment to these principles and to the Global Compact initiative.

Sincerely yours,

Erez Vigodman, CEO