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If you sell or transfer or have sold or transferred all of your Ordinary Shares or Depository Interests, please forward this document, but not the personalised Form of Proxy or Form of Direction enclosed with it, as soon as possible to the purchaser or the transferee or to the bank, stockbroker or other agent through or to whom the sale or transfer was effected for onward transmission to the purchaser or transferee. If you sell or transfer or have sold or transferred only part of your holding of Ordinary Shares or Depository Interests, you should retain this document. If you receive this document from another Shareholder or holder of Depository Interests, or transferee, please contact the Company's Registrar for a Form of Proxy or Form of Direction.

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This document comprises a notice of extraordinary general meeting relating to, the appointment and remuneration of the Company auditors, pursuant to the requirements of the Israeli Companies Law.

B.S.D Crown Ltd.

(incorporated and registered in Israel with registered number 52-004292-0)

Notice of Extraordinary General Meeting

A notice convening an Extraordinary General Meeting of the Company to be held at 9.00 AM (Greenwich Mean Time ("GMT")) on 25 September 2017 at Hilton London Tower Bridge, 5 More London Place, SE1 2BY London UK, is set out at the end of this document.

Your attention is drawn to the letter to Shareholders from the Chairman of the Company, in which the Board recommends that you vote in favour of the Resolution to be proposed at the Extraordinary General Meeting. Please read the whole of this document and consider whether to vote in favour of the Resolution in light of the information contained in this document.

Enclosed with this document is a Form of Proxy for Shareholders or a Form of Direction for holders of Depository Interests.

If you hold your Ordinary Shares in certificated form, whether or not you intend to be present in person at the Extraordinary General Meeting, please complete, sign and return the accompanying Form of Proxy in accordance with the instructions printed on it as soon as possible but, in any event, so as to be received by the Company's Registrar by 9.00AM (GMT) on 21 September 2017.

If, however, you are a holder of Depository Interests, please complete, sign and return the Form of Direction in accordance with the instructions printed on it as soon as possible but, in any event, so as to be received by the Company's Registrar by 9.00 AM (GMT) on 20 September 2017.

IMPORTANT NOTICE

No person has been authorised to give any information or to make any representations other than as may be contained in this document and, if given or made, such information or representations must not be relied on as having been authorised by the Company.

The statements contained in this document are made as at the date of this document, unless some other time is specified in relation to them, and the publication of this document shall not give rise to any implication that there has been no change in the facts set out herein since such date. Nothing contained in this document shall be deemed to be a forecast, projection or estimate of the future financial performance of the Company, except where otherwise stated.

Publication on website

A copy of this document will be available on the Company's website at www.bsd-c.com and from the National Storage Mechanism at www.morningstar.co.uk/uk/NSM from 4 September 2017.

Date of publication

This document is published on 4 September, 2017.

LETTER FROM THE CHAIRMAN

B.S.D CROWN LTD.

(INCORPORATED AND REGISTERED IN THE STATE OF ISRAEL
UNDER THE ISRAELI COMPANIES LAW WITH REGISTERED NUMBER 52-004292-0)

Registered Office
7 Menachem Begin Road
Gibor Sport Tower
8th Floor
Ramat-Gan 5268102
Israel

4 September, 2017

Dear Shareholder,

Notice of an Extraordinary General Meeting

1. Appointment and Remuneration of Auditors

According to the provisions of the Israeli Companies Law, the term of a company's independent auditor shall expire at each annual general meeting of a company. Under the Israeli Companies Law, shareholders may authorise the board of directors of the Company to determine the independent auditor's remuneration.

The appointment of the Company's independent auditors was adjourned with the consent of the last annual general meeting of the shareholders of the company convened on 5 July 2016.

It is proposed to re-appoint Brightman Almagor Zohar & Co. (a member of Deloitte Touche Tohmatsu Limited), a registered public accounting firm, to serve as the Company's auditors for the year ending December 31, 2017 and until the appointment of independent auditors at the next annual general meeting of the Company and to authorise the Board, with the approval of the audit committee of the Board, to determine the remuneration of the auditors.

2. Directors' Recommendation

The Board is of the view that the continuation of the work by the current members of the Board, with the assistance of the Company's external auditors, Brightman Almagor Zohar & Co. (a member of Deloitte Touche Tohmatsu Limited) (subject to their approval at the Extraordinary General Meeting), is in the best interests of the Company and its Shareholders as a whole.

3. Action To Be Taken

You will find enclosed with this document a Form of Proxy or (as appropriate) a Form of Direction for use in connection with the Extraordinary General Meeting or at any adjournment thereof. Please review the notes available at the end of the Form of Proxy or (as appropriate) the Form of Direction for further instructions.

It is important to us that our Shareholders and holders of Depository Interests have the opportunity to vote.

1. If you are a Shareholder of the Company, whether or not you intend to be present at the EGM, please complete and return the Form of Proxy (in accordance with the instructions set out in that document) to Capita Asset Services, PXS1, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4ZF, England, as soon as possible and in any event so as to be received by the Company's registrars by no later than 9.00 AM (GMT) on 21 September 2017. Completion and return of a signed Form of Proxy will not prevent you from attending the EGM and voting in person, if you so wish.
2. If you are a holder of Depository Interests, please complete and return the Form of Direction (in accordance with the instructions set out in that document) to Capita Asset Services, PXS1, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4ZF, England, as soon as possible and in any event so as to be received by Capita Asset Services by no later than 9.00 AM

(GMT) on 20 September 2017. Holders of Depository Interests cannot vote in person at the EGM; therefore, please make sure that your vote is received by the Company's registrars no later than 9.00 AM (GMT) on 20 September 2017.

3. In the case of joint Shareholders, the vote of the senior of such Shareholders who tenders a vote, whether in person or by proxy, will be accepted to the exclusion of the votes of the other joint Shareholders and for this purpose seniority will be determined by the order in which the names stand in the register of members of the Company in respect of the relevant joint holding.

Yours faithfully

Joseph Williger

Active Chairman of the Board

NOTICE OF EXTRAORDINARY GENERAL MEETING

B.S.D CROWN LTD.

(Incorporated and registered in Israel under company number 52-004292-0)

NOTICE OF EXTRAORDINARY GENERAL MEETING

Notice is hereby given that an Extraordinary General Meeting of B.S.D Crown Ltd. (the “**Company**”) is to be held at 9.00 AM (GMT) on 25 September 2017 at Hilton London Tower Bridge, 5 More London Place, SE1 2BY London UK (the “**Meeting**”), for the following purpose:

RESOLUTION:

1. To re-appoint Brightman Almagor Zohar & Co. (a member of Deloitte Touche Tohmatsu Limited), as auditor of the Company for the year ending December 31, 2017 and until the appointment of independent auditors at the next annual general meeting of the Company and to authorise the Board, with the approval of the audit committee of the Board, to determine the remuneration of the auditors.

By order of the Board
Joseph Williger
Active Chairman of the Board

Registered Office
7 Menachem Begin Road

Gibor Sport Tower 8th Floor
Ramat-Gan 5268102
Israel

4 September, 2017

Incorporated and registered in Israel under company number 52-004292-0

Notes:

- 1 The Board has set close of business on 11 September 2017 as the record date for Shareholders and Depository Interest holders to be entitled to vote. Changes to entries on the register of members after that time will be disregarded in determining the right of any person to attend or vote at such Meeting.
- 2 Enclosed with this document is a form of proxy for Shareholders (the “**Form of Proxy**”) or a form of direction for Depository Interests holders (the “**Form of Direction**”).
- 3 If you are a Shareholder of the Company, whether or not you intend to be present at the Meeting, please complete and return the Form of Proxy (in accordance with the instructions set out in that document) to Capita Asset Services, PXS1, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4ZF, England, as soon as possible and in any event so as to be received by Capita Asset Services by no later than 9.00 AM (GMT) on 21 September 2017 or forty eight hours before any adjourned meeting. Completion and return of a signed Form of Proxy will not prevent you from attending the Meeting and voting in person, if you so wish.
- 4 If you are a holder of Depository Interests representing ordinary shares of the Company, please complete and return the Form of Direction (in accordance with the instructions set out in that document) to Capita Asset Services, PXS1, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4ZF, England, as soon as possible and in any event so as to be received by the Company’s registrars by no later than 9.00 AM (GMT) on 20 September 2017 or seventy two hours before any adjourned meeting. Holders of Depository Interests cannot vote in person at the Meeting; therefore, please make sure that your vote is received by Capita Asset Services no later than 9.00 AM (GMT) on 20 September 2017 or seventy two hours before any adjourned meeting.
- 5 In the case of joint Shareholders, the vote of the senior of such Shareholders who tenders a vote, whether in person or by proxy, will be accepted to the exclusion of the votes of the other joint Shareholders and for this purpose seniority will be determined by the order in which the names stand in the register of members of the Company in respect of the relevant joint holding.

Issued share capital and total voting rights

- 6 As at 31 August, 2017 (being the last practicable date prior to the publication of this Notice) the Company’s issued share capital is 140,578,154. There are 11,237,902 treasury shares. Therefore, the total voting rights in the Company as at 31 August, 2017 are 129,340,252.

Members’ rights to ask questions

- 7 Members attending the meeting have the right to ask questions. The Company must cause to be answered any such question relating to the business being dealt with at the meeting but no such answer need be given if (i) to do so would interfere unduly with the preparation for the meeting or involve the disclosure of confidential information, (ii) the answer has already been given on a website in the form of an answer to a question, or (iii) it is undesirable in the interests of the Company or the good order of the meeting that the question be answered.
- 8 Depository Interest Holders wishing to attend the meeting should contact Capita IRG Trustees Limited at the Registry, 34 Beckenham Road, Beckenham, Kent, BR3 4TU, England or by email to custodymgt@capita.co.uk in order to request a letter of representation by no later than 9.00 AM (GMT) on 20 September 2017. However, Depository Interest Holders will not be able to vote at the Meeting.

Website

- 9 A copy of this notice can be found at www.bsd-c.com.

Voting results

- 10 The results of the voting at the Extraordinary General Meeting will be announced through a Regulatory Information Service and will appear on our website, www.bsd-c.com, on 25 September 2017.

