

**Electra Ltd.**

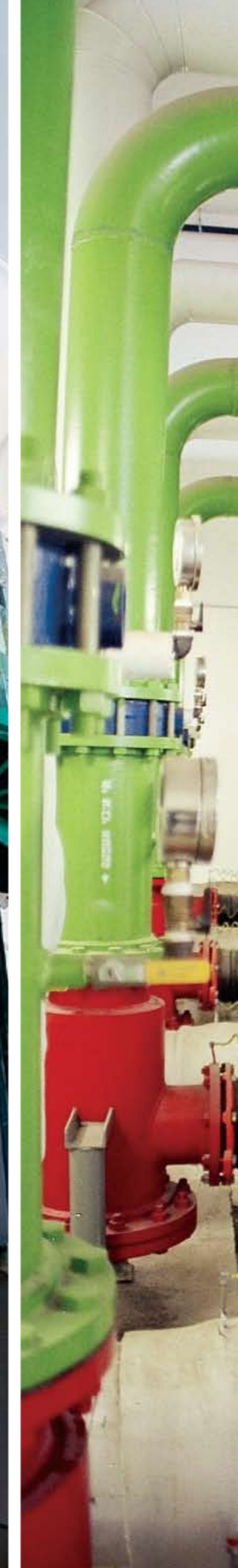
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 **ELECTRA**  
CONSIDER IT DONE



Decide with Confidence

*Dun's100*  
Israel's Largest Enterprises  
30 years of excellence



**Itamar Deutscher**  
CEO

**LEADING EXECUTIVES**

- Isaac Nissim** V.P., Finance
- Moshe Litwak** V.P., Marketing & Business Development
- Amit Mor** V.P., Operations & Control
- Yacov Kanneh** V.P., Human Resources & Administration
- Ronit Barzilai** V.P., Legal Counsel

**ESTABLISHED**

1945

**LINE OF BUSINESS**

Comprehensive Solutions in the Fields of Construction and Infrastructure Contracting, Electromechanical Contracting, Facilities Management & Trade, and Entrepreneurship in Real Estate and Power Projects

**PARENT COMPANY**

Elco Holdings Ltd.

**A** leading name in Israeli construction and property development, Electra Ltd. is a one-stop-shop for large-scale electromechanical systems, construction and infrastructure projects. The Electra group of companies provides turnkey solutions for every aspect of real estate development. Working in both the public and private sectors, Electra is the primary contractor for the design, planning and construction of many of Israel's high-profile real estate projects. Operating through a range of subsidiaries specializing in particular fields, Electra creates efficient synergy that capitalizes on the unique benefits of each company in the group. Both domestically and internationally, Electra has demonstrated a consistently strong performance, supported by a vast network of subsidiaries with specialist expertise in a variety of areas, from real estate development to energy contracting and property management. A subsidiary of Elco Holdings Ltd., the Electra philosophy encompasses a powerful foundation of flexibility, enterprise and success.

■ **Consider It Done.**

The success of every Electra project is built upon the professionalism and skill of its human resources. Electra's 4,200+ staff members take part in ongoing training and advanced management procedures, ensuring that standards are maintained and improved in every operational area. This fosters an atmosphere of achievement, helping Electra to cement its position as the preferred choice for project developers in Israel and around the world. Serving as both developer and entrepreneur for many projects, Electra unites its diverse business activities across three primary areas: Contracting & Electromechanical Infrastructures; Facilities Management & Trade; and Entrepreneurship in Real Estate and Power Projects. Electra Ltd. is traded on the TASE and included in the TA-100 Index.

■ **Contracting – At the Forefront of World Technology**

**Electra Construction** – Focusing on both residential and public construction projects, the wholly-owned multi-purpose contractor combines sophisticated solutions and advanced control systems with reliable and high-quality service.

**Electra Integrated Systems** – Offering an integrated

solution for electromechanical systems, clients benefit from a single managerial body providing centralized contractor services for the client's various systems. The knowledge, experience and expertise of Electra's management and engineering teams are combined for complete electromechanical solutions available at one address.

**Electra Air-Conditioning** – Electra is Israel's foremost provider of customized air conditioning systems for the full spectrum of projects, both commercial and industrial, including clean room installation, refrigeration installation and energy saving solutions.

**Electra Electricity & Plumbing** – A leading Israeli electrical systems contractor, Electra provides high-quality solutions for sanitary and industrial plumbing, and clean systems for the business sector, including high-tech and pharmaceuticals.

**Elco Energy & Infrastructure Group** – Electra's major contracting arm in the electromechanical related fields, Elco E&I is Israel's leading contractor for constructing electromechanical infrastructure solutions for large-scale, integrated projects, both local and international, including water treatment works, communication and control centers, and more. Clientele includes major corporations, government agencies, municipalities and public utilities.

**Elco C&S Mechanical Division** – The division provides design, construction, operation and maintenance of mechanical works, pipe works and mechanical assemblies, electrical instrumentation and computerized control for wastewater treatment plants, purification facilities and pumping stations.

**Girit Control Systems & Communications** – A national leader in communications and control, Girit provides comprehensive technological solutions in the fields of low-voltage, multimedia, security and telecommunications. The company's customized, turnkey projects and advanced computerized distribution layout enable the optimal integration and seamless operation of advanced technological systems.

**Electra Elevators** – With the largest market-share in the elevator industry in Israel, Electra is the sole local representative of OTIS elevators and ALIMAK, an industrial elevator company. Electra manufactures and installs a complete line of its own state-of-the-

art elevators, escalators and travelators in hundreds of commercial and residential complexes.

**Taamal Mizra** – Taamal Mizra provides advanced vertical transport solutions, including customized wheelchair elevators, industrial conveyors, freight elevators, and hydraulic, pneumatic, mechanical and manual presses.

**Devis Group, Benelux** – Devis is among the five largest companies in Belgium for the design and installation of air-conditioning systems and plumbing, including many of Europe's landmarks, such as the headquarters of the European Union, the Antwerp courthouse and other projects in Germany, the Netherlands, France and China.

**Etco Nigeria** – Since 1963, Etco in Nigeria has enjoyed a reputation for quality and professionalism and has provided Electra with a strong strategic base in Africa. The company undertakes electrical and mechanical engineering contracting projects throughout the country, including hotels, offices, residential complexes, shopping centers, factories, commercial and industrial facilities.

**Electra Westminster** – A company specializing in electromechanical systems for large-scale projects in the UK, Electra Westminster was contracted to execute M&E services for downtown London's new Park Plaza Hotel.

**Electra M&E Bulgaria** – Operating throughout Bulgaria in various commercial and public facilities, Electra specializes in the design, installation and operation of turnkey M&E systems.

**Electra Afcon Romania** – Electra's infrastructure arm in Romania handles a diverse range of electromechanical applications for numerous projects, including shopping centers, hotels, petrochemical plants, refineries, food & beverage factories, energy & utilities plants, transportation infrastructures and more.

**Electra M & E Russia** – Founded in 2010, Electra Russia specializes in electric infrastructure, low voltage systems, plumbing, air conditioning and a wide variety of integrated electromechanical systems. The Company provides its services on a turnkey basis to customers in the commercial and municipal sectors. Electra Russia provides a highly-skilled one-stop shop for developers and contractors seeking an integrated, end-to-end approach to all their electromechanical needs. Working in full compliance with local Russian quality standards

while utilizing the most up-to-date Western technologies, the Company provides professional planning and value engineering in executing the most demanding projects on behalf of its clients.

■ **Facilities Management & Trade –**

**Total Business Management Solutions**

**EFM (Electra Facility Management)** – Offering comprehensive, high quality solutions, EFM and its subsidiaries' consolidated services in the management, operation, and maintenance of complex facilities demand a broad knowledge and expertise in addition to a wealth of experience while adhering to international standards. EFM enables the client to focus on its core activities, improving the functioning and availability of its facilities while saving costs. EFM provides the client with the expertise and experience in a national service network under centralized management, providing overarching services from a single address.

**Ariel Properties Group** – The Group manages thousands of properties throughout the country at a total area of 3 million square meters, including office buildings, commercial centers, parking garages, high-tech complexes, residential buildings and government facilities, in addition to approximately 300 properties held in trust for foreign investors.

**BMN Systems** – BMN, a leading Israeli company in maintenance, building management, and electromechanical systems, manages and maintains approximately 4,000,000m<sup>2</sup> of real estate, 250,000 kW of electricity, 35,000 tons of cooling, 120 emergency generators and diesel pumps, and 12,000m<sup>2</sup> of clean rooms, operating theaters and x-ray rooms.

**Y.B. Systems** – An electromechanical and facilities management specialist with over 35 years of experience, Y.B. provides installation and maintenance

of sophisticated infrastructures such as specialized air conditioning and lighting systems for operating theaters; water treatment purification systems and pumping stations; and hazardous waste management.

**Katzenstein Adler** – A leader in the design, production, integration, installation and maintenance of high, medium and low-voltage switchboards and outdoor switch connectors, the company is also a leading Israeli importer and distributor of electrical products and lighting supplies.

**Steinitz Lighting Engineering** – The company supplies comprehensive lighting solutions and a broad range of fixture applications with an emphasis on energy conservation.

**Elevator Maintenance** – Electra's technicians provide IS2481 (EN81) certified servicing for approximately 13,000 elevators nationwide.

**Air-Conditioning Servicing** – Electra accompanies air-conditioning projects through every stage of implementation, from planning and design at its electromechanical design department, to installation, operation and first-class maintenance services.

**High & Low Voltage Circuit Services** – Offering a broad and complex range of services, including the construction of power stations, substations and other high and low voltage projects, Electra also provides a 24/7 nationwide service for preventative maintenance and repairs.

**Supervision, Control and Extra Low Voltage Services** – Servicing malfunctions, preventative maintenance work and repairing breakages for process control systems, building management systems, entry systems, CCTV, and more.

**Medical Systems and Facilities Services** – Servicing of specialized equipment for operating theaters and clean rooms, including: electricity, ventilation,

medical gases, call buzzers, HMI, and infrastructure supporting equipment.

**Water and Sewage Services** – Design, construction, operation and maintenance of mechanical works, pipe works and mechanical assemblies; electrical instrumentation; and computerized control for wastewater treatment plants, purification facilities and pumping stations; including monitoring and control systems equipped with cellular and Internet communication technologies.

**Natural Gas Services** – Servicing and maintaining Pressure Regulating & Metering Systems (PRMS) for natural gas infrastructure deployments, including gate valves, membranes, tanks, and heating systems as well as instrumentation, control, and gas monitoring.

■ **Entrepreneurship – The Vision for Success**

**Property Development**

**Electra Investments** – Electra's property investment arm has been involved in the development of residential units. The company is currently active in investment management in Russia, Bulgaria, Lithuania, Latvia, Poland and Israel, with comprehensive operations from locating properties, planning and permit applications, to construction and marketing.

**Power Entrepreneurship**

**Electra Power** – Building on Electra's market leadership in all electromechanical disciplines, and capitalizing on Electra's strong financial position, Electra Power is the energy development arm of Electra. Electra Power is responsible for large scale, turnkey projects and technology management. The company focuses on applications in the generation and the utilization of power, such as pumped storage and thermo-solar power generation, offering complete, one-stop-shop energy solutions.

**Construction, Development and Infrastructure Rankings**

Dun & Bradstreet (Israel) publishes a yearly listing of Israel's construction, development and infrastructure companies. The companies are classified in the listing according to income from construction activities (NIS), calculated according to specific guidelines for the year ending December 31, 2009.



**Construction, Development, Infrastructure & Structure Systems**

RANK 2010	Company	Income from Construction Activities		Equity	Employees	Parent Company	Sector	RANK 2009
		NIS Millions	Change (%)	NIS Millions	No.			
1	Shikun & Binui	4,453.7	0.2	351.0	1,200	Arison Investments	Construction & Development	1
2	Africa Israel Investments	2,980.6	-11.0	1,135.7	923	—	Construction & Development	2
3	Ashtrom Group	2,933.0	-6.5	—	1,170	—	Construction & Development	3
4	Electra	2,526.8	4.6	593.8	2,985	Elco Holdings	Construction & Development	4

\* A subsidiary of a ranked company | □ Company shares are traded in Israel | ■ Company shares are traded abroad | ■ Estimated figures



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