

MIZRAHI TEFAHOT BANK LTD

No. with the Registrar of Companies: 520000522
Securities of a Corporation Listed for Trading on the Tel Aviv Stock Exchange
Abbreviated Name: Mizrahi Tefahot
7 Jabotinsky Street, Ramat Gan, 52520, Israel
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Ref: 2013-01-047722

To
Israel Securities Authority
www.isa.gov.il

To
Tel Aviv Stock Exchange Ltd
www.tase.co.il

Immediate Report on the Appointment of a Senior Officer (other than an Appointment of a Director/Chairman of the Board of Directors, and other than an Individual who was Appointed on behalf of a Corporation which is a Director)

Regulation 34(b) of the Securities (Periodic and Immediate Reports) Regulations, 5730-1970

Explanation: If appointed as a director or as a chairman of the board of directors as well, only T093 should be filled out

Pursuant to Regulation 34(d) of the Securities (Period and Immediate Reports) Regulations, 5730-1970, a list of senior officers must be submitted simultaneously herewith on Form T097

1. First name and Surname: *Ayala Hakim*
Type of identification number: *identification card number*
Identification number: *056593767*
Citizenship: *private person with Israeli citizenship*
Country of citizenship: *Israel*

2. Date of birth: August 19, 1960.

3. Address for service of process: 2 Har Hagilboa, Kyriat Ono, 55024

4. Date of commencement of tenure: July 1, 2013.

5. Position to which she was appointed:

Other	Member of the Board of Management
Other	Chief Information Technologies Officer

If appointed as the Corporation's CEO, or is a relative of the Corporation's CEO, does she serve as the Chairman of the Board of Directors:

The appointment was approved at a general meeting on _____

6. Previous position held in the Company prior to her appointment:

None	_____
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7. Education:

Degree	Faculty	Academic Institution
B.A.	Political Science/Economics	Bar Ilan University
M.B.A.	Business Administration	Bar Ilan University

Other education and professional certificates:

Certified technician/certified practical engineer in computers/electronic data processing

8. Principal occupations in the last five years:

Position Held	Place of Employment	Period of Holding the Position
Head of Unit for Telecommunication and Information Technology	IDF	February 2010-March 2013
Head of Center of Computing and Information Systems	IDF	May 2006-February 2010

9. The senior officer serves in other positions in the corporation, a subsidiary, a related company or an interested party therein

Explanation: please provide details if she fills other positions in the corporation, a subsidiary thereof or an interested party therein.

Head of the Technology Division of Mizrahi Tefahot Bank Ltd.

10. The senior officer *is not* a relative of another senior officer or an interested party in the corporation

Explanation: if she is a relative of another senior officer or an interested party in the corporation, please provide details. _____

11. a. The senior officer *does not* hold securities of the corporation.

Below is a description of her holdings:

Name, Class and Series of Securities	No. of Security in TASE	Quantity of Securities	Dormant	Holdings		Holdings (Full Dilution)	
				% Capital	% Voting	% Capital	% Voting
_____	_____	_____	_____	_____	_____	_____	_____

b. The Director *does not* hold securities of a subsidiary or a related company of the corporation.

Reference number of the previous documents regarding this matter (the reference does not constitute an incorporation by reference):

Previous name of the reporting entity: United Mizrahi Bank Ltd.

Date of form update: April 21st, 2013

Name of the person reporting electronically: Maya Feller; Position held: Company Secretary
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