

This is an English convenience translation from the original Hebrew version. In case of any discrepancy, the binding version is the Hebrew original.

Israel Corporation Ltd.

Registrar Number: 520028010

Form 091

Securities of the Corporation are listed in the Tel Aviv Stock Exchange

Public

Sort name: Israel Corporation

Address: P.O.B. 20456, Tel Aviv 61204

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Date of Transmission: 30/03/2011

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To: The Securities Authority
www.isa.gov.il

To: The Tel Aviv Stock Exchange
www.tase.co.il

Immediate Report as to the Appointment of a Senior Officer (Excluding an Appointment of a Director and an Individual Appointed on behalf of a Director Corporation)

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

1. Surname and First Name: *Goshen Tzahi*

Surname and First Name in English as written in passport: *Goshen Tzahi*

Type of I.D.: *I.D. Number*

I.D. No.: *032254856*

Citizenship: *Individual with Israeli citizenship*

Citizenship country: _____

2. Date of Birth: *29/09/1975*

3. Address for Service of Process: *P.O.B. 302, Bahan*

4. Date of commencement of office: *01/04/2011*

5. Office for which appointed:

<i>Accountant</i>	
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6. Prior Office in the Company before the Appointment:

<i>None</i>	<i>Deputy Accountant</i>
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7. Education:

Degree	Field	Name of Academic Institution
<i>BA</i>	<i>Business Management/Accounting</i>	<i>The college of management-Academic studies</i>

Other Education and Professional Diplomas:

CPA

8. Main Positions in the Past 5 Years:

The Position	Place of Business	Period of Service
<i>Deputy accountant</i>	<i>Israel Corporation Ltd.</i>	<i>22.1.2008 – 31.3.2011</i>
<i>Accountant</i>	<i>Gemini funds</i>	<i>30.6.2006 – 21.1.2008</i>

9. The senior officer *does not* hold other offices in the corporation, in a subsidiary, in an affiliated company or in an interested party.

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

11.

a. The senior officer owns securities of the corporation.

Name and Type of Securities	Securities No. in Stock Exchange	Amount of securities	Dormant	Holding Rate		Holding Rate (Fully Diluted)	
				Capital	Voting	Capital	Voting
Options Plan 2007	5760194	100	_____				
Options Plan 2010	5760210	1,600	_____				

b. The senior officer *does not hold* securities of a subsidiary or of an affiliated company of the corporation

Reference of former documents in this regard (referring does not constitute incorporation by reference):

Former name of reporting entity:

The Israel Corporation Ltd.

Form structure updated 13/03/2011

Name of Electronic Reporter: Maya Alchek Kaplan. Adv. Position: General Counsel (In House) and Company's Secretary. P.O.B. 20456, Tel Aviv 61204. Phone – 03-6844517, Fax: 03-6844587, e-mail – mayaak@israelcorp.com