



PRESS RELEASE

Bezeq expands its services:

The most popular cellphones at Bezeq Store branches and online, at the lowest prices among communications companies

Tel Aviv, Israel – February 11, 2019 – Bezeq The Israel Telecommunication Corp., Ltd. (TASE: BEZQ), Israel's leading telecommunications provider, today announced that it is expanding the range of products it offers its customers, and from now on will offer the most popular cellphones for purchase at attractive prices and great terms.

From today onwards customers will be able to purchase new cellphones at the Bezeq Store branches throughout the country, and via Bezeq Store Online, or with the help of the thousands of the Company's sales representatives and technicians.

The Company will be offering a wide range of devices, and among the brands will also be the most popular models of Samsung, Apple, Xiaomi and Huawei, including the new Samsung S10, now being launched.

The prices Bezeq is offering for purchase of cellphones are extremely attractive, and the cheapest by comparison with the prices offered for the same models at all the competing communications companies. In addition, Bezeq is offering the Company's customers to purchase the phones using their Bezeq account, which lets them make the purchase outside of their personal credit facility, as well as spreading the payments over up to 36 equal installments.

Dudu Mizrahi, CEO of Bezeq: "The market for the sale of cellphones by the large cellular operators in Israel is estimated at NIS 2.5 billion per year. This is a strategic step for Bezeq and entry into a field that is new for us but allied to our operations. We intend to be a major player and to capture a large and growing market share of the field. Our built-in advantage in this area is that the phone can be paid for in a large number of installments through the Bezeq account, while at the same time benefiting from the very best service in the communications market."



Keren Laizerovitz, Bezeq's VP Marketing and Innovation, said that selling cellular phones is the first step in a series of steps the Company plans as part of its strategy of expanding the range of products and services it offers the customer; "as part of the strategy of expanding our business, we are entering into a new field and extending the envelope of products and services from which the customer can benefit, with a range of cellphones that can be bought at attractive prices and great terms. With this strategy, in the coming months we intend to expand our range of services," said Laizerovitz.

About "Bezeq" The Israel Telecommunication Corp.

Bezeq is Israel's leading telecommunications service provider. Established in 1984, the Company has led Israel into the new era of telecommunications, based on the most advanced technologies and services. Bezeq and its subsidiaries offer the full range of telecommunications services including domestic, international and cellular phone services; broadband Internet, cloud and digital services, and other data communications; satellite and Internet based multi-channel TV; and corporate networks. For more information about Bezeq please visit the corporate website at www.bezeq.co.il.

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