

The notice of AGM is important and requires your immediate attention. If you are in any doubt as to what action to take in relation to the AGM, you should consult appropriate independent advisers. If you have already sold or otherwise transferred your shareholding in the Company, you should immediately send this document together with the accompanying Proxy Form, Form of Direction or Form of Instruction (as the case may be) to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee.

PLAZA CENTERS N.V.

(the "Company")

(Incorporated in The Netherlands with registered number 33248324)

NOTICE OF ANNUAL GENERAL MEETING

Notice is given that the Annual General Meeting of the shareholders of the Company will be held at 1pm (CET) on Tuesday 25 May 2010 at the Park Plaza Victoria Hotel Amsterdam, Damrak 1-5, 1012 LG Amsterdam, The Netherlands for the purpose of considering and, if thought fit, passing the following resolutions:

Ordinary resolutions

1. To approve the Company's Dutch statutory annual accounts (*jaarrekening*) and annual report (*jaarverslag*) being drawn up in the English language.
2. To consider the Company's Dutch statutory annual accounts and the annual report for the year ended 31 December 2009.
3. To adopt (*vaststellen*) the Company's Dutch statutory annual accounts for the year ended 31 December 2009.
4. To discharge the directors of the Company from their liability for the conduct of business for the year ended 31 December 2009.
5. To resolve to pay no dividend to the holders of ordinary shares in respect of the year ended 31 December 2009.
6. To authorise the Board of managing directors of the Company (the "**Board**"), generally and unconditionally to exercise all powers of the Company to allot equity securities (including rights to acquire equity securities) in the Company up to an aggregate nominal value of €978,394, being 33 per cent. of the Company's issued ordinary share capital as at the date of this notice, provided that such authority shall expire on the conclusion of the Annual General Meeting to be held in 2011 unless previously renewed, varied or revoked by the Company in a general meeting, save that the Company may, before such expiry, make an offer or agreement which would or might require equity securities to be allotted after such expiry and the Board may allot equity

securities in pursuance of such an offer or agreement as if the authority conferred hereby had not expired.

7. Conditional on passing resolution 6, to give a special instruction to the Board authorising it to disapply the pre-emption rights set out in article 6 of the Company's Articles of Association (*statuten*), such power to expire at the conclusion of the next Annual General Meeting to be held in 2011, and the Board may allot equity securities following an offer or agreement made before the expiry of the authority and provided that the authority is limited to the allotment of equity securities (including rights to acquire equity securities) up to a maximum aggregate nominal amount of €296,483 (being equal to 10 per cent. of the issued ordinary share capital of the Company as at the date of this notice).
8. To authorise the Company, generally and unconditionally, for the purpose of Article 8 of the Articles of Association of the Company, to make market purchases of ordinary shares in the capital of the Company on such terms and in such manner as the directors may from time to time determine, provided that:
 - 8.1. the maximum number of ordinary shares which may be purchased is 29,648,303, being 10 per cent. of the issued share capital of the Company as at the date of this notice;
 - 8.2. the minimum price (not including expenses) which may be paid for each ordinary share is €0.10 (*say: ten eurocents*); and
 - 8.3. the maximum price which may be paid for each ordinary share is the higher of:
 - (i) an amount equal to 105% of the average of the middle market quotations of a share as derived from the London Stock Exchange Daily Official List for the five business days immediately preceding the day on which the share is contracted to be purchased; and
 - (ii) the higher of the last independent trade and the highest current independent bid on the London Stock Exchange Daily Official List,provided that, the authority hereby conferred shall expire on the conclusion of the Annual General Meeting of the Company to be held in 2011 (except that the Company shall be entitled, at any time prior to the expiry of this authority, to make a contract for purchase which would or might be executed wholly or partly after such expiry and to purchase shares in accordance with such contract as if the authority conferred had not expired, unless such authority is renewed prior to such time).
9. To amend the Company's articles of association in conformity with the draft of the notarial deed of amendment to the articles of association as available for inspection at the offices of the Company from the date of this notice until the end of the meeting and to authorize each managing director of the Company and also each employee of law firm Buren van Velzen Guelen N.V., jointly as well as severally, to apply for the requisite Ministerial declaration of non-objection with respect to the this resolution to amend the articles of association of the Company, to make such changes as may appear necessary to obtain the

Ministerial declaration of non-objection, to have the deed of amendment of the articles of association executed, and to perform all things necessary and formalities pertaining thereto or in connection therewith.

10. To authorize Mr. Ran Shtarkman, as special authority of the general meeting of shareholders, to represent the Company, also in matters where a conflict of interest exists, which authority shall expire on the conclusion of the Annual General Meeting of the Company to be held in 2011 (unless such authority is revoked or renewed prior to such time).
11. To approve a proposal from the Board to issue 1,000,000 (*one million*) options over ordinary shares in the capital of the Company, under the Company's Incentive Plan, to Mr. Shimon Yitzchaki, non-executive director of the Company.
12. To approve and to the extent necessary ratify (*bekrachten*) the issue and offering to the public in Israel by the Company of unsecured Series B Notes of the Company (**Series B Notes**) in the aggregate nominal amount of NIS 457,717,000 (*say: four hundred fifty seven million seven hundred and seventeen New Israeli Shekels*) and the subsequent admission of those Series B Notes to listing on the Tel Aviv Stock Exchange.
13. To re-elect as a director, Mr. Shimon Yitzchaki, who is retiring by rotation under Article 15.3 of the Company's Articles of Association.
14. To re-elect as a director, Mr. Edward Paap, who is retiring by rotation under Article 15.3 of the Company's Articles of Association.

All points on the agenda are resolutions.

By order of the Board of Directors

Mr M. Zisser

Chairman

Dated: 7 May 2010

Notes:

1. A shareholder entitled to attend and vote at the meeting may appoint one or more proxies to attend and, on a poll, vote instead of him. A proxy need not be a shareholder of the Company.
2. If a Depository Interest holder wishes to attend the meeting, he/she should contact the Depository at Capita IRG Trustees Limited, The Registry, 34 Beckenham Road, Beckenham, Kent BR3 4TU no later than 5:00pm on the 20th May 2010.
3. The instrument appointing a proxy and (in the case of an instrument signed by an agent of the shareholder who is not a corporation) the authority under which such an instrument is signed or an office copy or duly certified copy must be deposited at the offices of the Company not less than 48 hours before the time appointed for the meeting or any adjourned meeting.
4. Completion of a form of proxy will not prevent a shareholder from attending the meeting and voting in person.
5. Shareholders will be entitled to attend and vote at the meeting if they are registered in the Company's shareholders' register (*aandeelhoudersregister*) 48 hours before the time appointed for the meeting or any adjourned meeting.
6. Forms of Direction are required to be completed by the holders of Depository Interests (other than for holders of Depository Interests that have been credited to investors' accounts maintained by the brokerage house in Poland) and returned so as to be received by Capita Registrars, Pxs, 34 Beckenham Road, Beckenham, Kent BR3 4TU, United Kingdom, by no later than 5:00pm (UK time) on 21 May 2010.
7. Depository interest holders may instruct the Depository to vote utilising the CREST electronic voting service. To instruct the Depository how to vote or amend an instruction to vote via the CREST system, the CREST message must be received by the issuer's agent RA10 by 5:00pm (UK time) on 21 May 2010. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer's agent is able to receive the message. After this time any change of voting instructions through CREST should be communicated to the issuer's agent by other means. CREST Personal Members or other CREST sponsored members, and those of CREST Members who have appointed voting service provider(s) should contact their CREST sponsor or voting service provider(s) for assistance. For further information on CREST procedures, limitations and system timings please refer to the CREST manual.
8. Forms of Instruction are required to be completed by the holders of Depository Interests that have been credited to investors' accounts maintained by the brokerage house in Poland and returned to such brokerage house so as to be received by no later than 18 May 2010 at noon (CET).

EXPLANATION TO THE NOTICE AND RECOMMENDATION

1. Pursuant to section 3:391 of the Dutch Civil Code (*Burgerlijk Wetboek*) the annual report of a Dutch company should be drawn up in Dutch, unless the general meeting of shareholders approves the use of a different language. The Company is therefore requesting shareholders' approval for the annual report being prepared in the English language.
2. The Company presents its Dutch statutory annual accounts (including the consolidated accounts) and annual report for the year ended 31 December 2009. The annual accounts, the annual report, the auditors opinion (as referred to in article 26.3 of the Company's articles of association (*statuten*)) and other related information required pursuant to section 2:392 of the Dutch Civil Code (*Burgerlijk Wetboek*) are available for inspection from the date of this notice until the end of the meeting at the offices of the Company, Keizersgracht 241, 1016 EA Amsterdam. In addition, the Company's annual report is available on the Company's website (www.plazacenters.com). Shareholders may request a hardcopy of the documents at no cost.
3. Pursuant to section 2:101 paragraph 3 of the Dutch Civil Code, the general meeting of shareholders is the corporate body entitled to adopt the Company's Dutch statutory annual accounts. It is proposed that shareholders adopt the Company's Dutch statutory annual accounts for the year ended 31 December 2009. In respect of the availability of the underlying documents, please see the remark under paragraph 2 above.
4. As is customary for Dutch companies, it is proposed that shareholders discharge the Company's directors from their liability for the conduct of business during the previous financial year. Pursuant to Best Practice Provision IV.1.6. of the Dutch Corporate Governance Code (*Nederlandse Corporate Governance Code*), this item is included as a separate agenda item.
5. Pursuant to article 19.2 of the Company's articles of association, the agenda includes the appropriation of profits. Pursuant to article 27.1 of the Company's articles of association, the profits will be at the disposal of the general meeting of shareholders. The Board of Directors of the Company hereby proposes to pay no dividend to shareholders in respect of the year ended 31 December 2009. The Board is of the view that, given the annual financial results and according to the Company's dividend policy, the non-payment of dividend is appropriate to exercise adequate caution to the financial position of the Company, to keep strong cash position and high liquidity.
6. In the Annual General Meeting held on 26 May 2009, the Company's shareholders authorised the Board to issue shares, for a period up to the AGM to be held in 2010. In accordance with the current best practice, the Board of Directors is requesting the renewal of this authority. The authority applies to 33 per cent. of the Company's issued share capital as at the date of the notice for this Annual General Meeting. There are no current plans to allot shares or rights to acquire shares, except in connection with the Company's employee share scheme and the granting of 1,000,000 (*one million*) options over ordinary shares in the Company, as reflected in item 11 of this Annual General Meeting.

7. In the Annual General Meeting held on 26 May 2009, the Company's shareholders authorised the board to exclude pre-emption rights for a period up to the Annual General Meeting to be held in 2010. In accordance with the current best practice, the Board of Directors is requesting the renewal of this authority. The authority applies to 10 per cent. of the Company's issued share capital as at the date of the notice of this Annual General Meeting. There are no current plans to allot shares except in connection with the Company's employee share scheme. Pursuant to section 2:96a paragraph 1 of the Dutch Civil Code, shareholders have pre-emption rights solely for shares issued for cash. No pre-emption rights exist in respect of shares issued against a contribution in kind. No pre-emption rights exist in respect of shares issued to the Company's employees or to employees of a group company.

The directors intend to seek renewal of the authority and powers set out in resolutions 6 and 7 at each Annual General Meeting of the Company.

8. This resolution seeks authority for the Company to buy back its own shares. This resolution will give the Board of Directors the authority to buy back shares, and would be limited to 29,648,303 ordinary shares, representing approximately 10% of the issued share capital as at the date of the notice for this Annual General Meeting.

Any shares purchased pursuant to this authority may be cancelled and the number of shares in issue would be reduced accordingly, or they may be held as treasury shares, which may then be cancelled, sold for cash or used to meet the Company's obligations under its employee share scheme.

There are no current plans to further buyback any shares. No purchases will be made unless the expected effect will be to increase earnings per share. The purchase of shares by the Company under this authority would be effected by a purchase in the market. It should not be confused with any share dealing facilities that may be offered to shareholders by the Company from time to time.

9. It is proposed that the articles of association of the Company be amended to, amongst other things, adjust the conflict of interest article in the current articles of association. The current article 17 does not contain the possibility that the Company is represented by an executive director who has a conflict of interest. Mr. Ran Shtarkman is, as of 1 January 2010 both executive director of the Company and Co-Chief Executive Officer with Elbit Imaging, the Company's parent company. There may be conflicts of interest in respect of Mr. Shtarkman representing the Company. In order to enable Mr. Shtarkman to represent the Company in all matters, the articles of association need to include this possibility.

A further amendment to the articles of association is made in order for the Company to comply with Best Practice Provision II.3.2. of the Netherlands Corporate Governance Code.

The full text of the proposed amendments to the Company's articles of association is available for inspection, in the Netherlands and in the English language, from the date of this notice until the end of the meeting at (i) the offices of the Company, Keizersgracht 241, 1016 EA Amsterdam, The Netherlands, and (ii) on the Company's website (www.plazacenters.com).

Shareholders may request a hardcopy of the text of the proposed amendments at no cost. The text of the proposed amendments will also be available on 25 May 2010 at the place of the meeting from 1pm (CET) until the close of the meeting. The Netherlands Authority for the Financial Markets (AFM), the London Stock Exchange and the Warsaw Stock Exchange, have been informed on the date of this notice, of the contemplated amendments of the Company's articles of association, as provided for in article 5:25n of the Netherlands Act on the financial supervision (*Wet op het financieel toezicht*).

10. The provisions in the articles of association in respect of representation of the Company, do not deprive the general meeting of shareholders of its rights to specifically designate a person who will, as special authority of the general meeting of shareholders, be entitled to represent the Company also in matters where a conflict of interest exists. The general meeting is requested to authorize Mr. Ran Shtarkman, executive director of the Company, to represent the Company also in matters where a conflict of interest exists.
11. To approve a proposal from the Board to issue 1,000,000 (*one million*) options over shares to Mr. Shimon Yitzchaki, non-executive director of the Company. Best Practice Provision nr. III.7.1. of the Netherlands Corporate Governance Code stipulates that non-executive directors should not be granted any shares and/or rights to acquire shares, by way of remuneration. The Board is of the view that, given the fact that Mr. Yitzchaki, as non-executive director and Chairman of the Audit Committee and Remuneration Committee of the Company, together with his over 20 years experience in international real estate development, finance and capital raising, plays an important role in the functioning and development of the Company, the grant of 1,000,000 (*one million*) options over ordinary shares in the capital of the Company is an appropriate way of remuneration for Mr. Yitzchaki. The options will be governed by the terms of the Company's current incentive plan (the Plaza Centers N.V. Incentive Plan, as amended on 25 November 2008, ("**Plan**"). The options shall be allocated to Mr. Yitzchaki without consideration. The exercise price for the options will be calculated pursuant to the provisions of the Plan, which means the average closing price of the ordinary shares in the Company on the London Stock Exchange during the 15-day period prior to and including the Date of Grant. The options will vest in three equal annual instalments per the option plan.
12. On 12 August 2009, 28 October 2009, 28 January 2010 and 16 February 2010 respectively, the Company has issued an amount of NIS 50,000,000 (*fifty million New Israeli Shekels*), 100,000,000 (*hundred million New Israeli Shekels*), NIS 272,717,000 (*two hundred seventy two million seven hundred and seventeen thousand New Israeli Shekels*) and NIS 35,000,000 (*thirty five million New Israeli Shekels*) unsecured Series B Notes of the Company to the public in Israel, which Series B Notes were subsequently admitted to listing on the Tel Aviv Stock Exchange.

The proceeds of the issue of the Series B Notes have been used for general corporate purposes of the Company and its subsidiaries. All Series B Notes are governed by the terms of a Trust Deed under Israeli law, among the Company and Reznik Paz Nevo Trustees Ltd. as trustee. The Series B Notes currently in issue are admitted to and traded on the Tel Aviv Stock Exchange. The holders

of ordinary shares in the Company are herewith kindly requested to approve and to the extent necessary, ratify the additional issue and offering to the public in Israel by the Company of Series B Notes in the aggregate amount of NIS 457,717,000 (*four hundred fifty seven million seven hundred and seventeen thousand New Israeli Shekels*) and the subsequent admission of those Series B Notes to listing on the Tel Aviv Stock Exchange.

Recommendation

Your Board of Directors considers that each of the resolutions set out in the Notice of Meeting is in the best interests of shareholders as a whole and recommends that you vote in favour of each resolution, as each of the directors who holds shares in the Company intends to do in respect of his own beneficial holding.