

THE GLOBAL FACE OF ICL

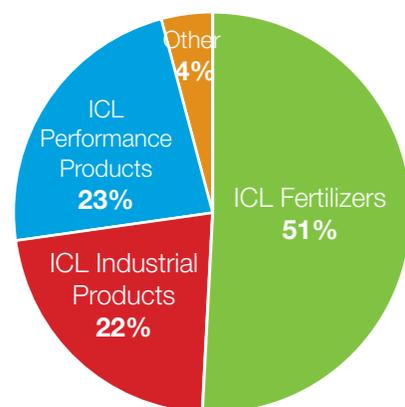
CORPORATE PROFILE 2010



Creating a Better World

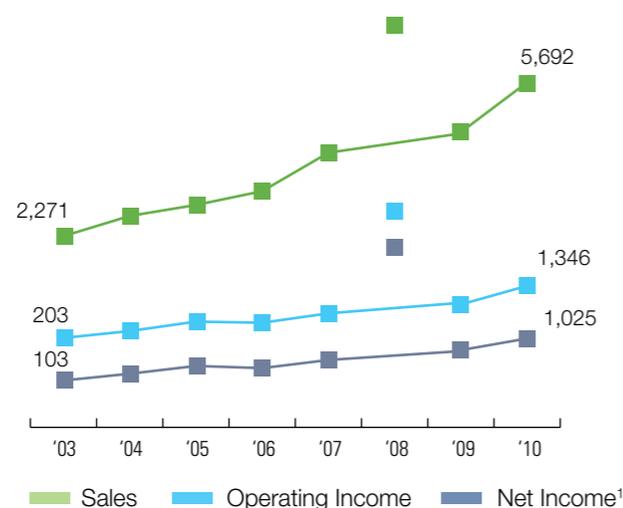
ICL IN A SNAPSHOT

A Diversified Business



Based on 2010 external sales

Strong, Continuous Growth (\$ millions)



2003-2006 figures are based on Israeli GAAP, 2007-2010 figures are based on IFRS

Selected Financial Data (in \$ millions)

	2010	2009	2008
Sales	5,691.5	4,544.3	6,904.0
Operating Income	1,346.1	938.2	2,335.5
Net Income ¹	1,024.7	770.4	2,004.2
Cash Flow from Operating Activities	1,537.0	1,199.7	1,854.1
EBITDA ²	1,572.1	1,225.9	2,747.5
ROE ³	38.0%	29.5%	94.5%
ROIC ⁴	21.4%	19.4%	52.0%
Dividend Yield ⁵	7.0%	3.9%	5.9%

1. To the equity-holders of the company.
 2. Net income plus net financing expenses, taxes, minority interest, depreciation and amortization, excluding extraordinary or one-time events.
 3. Return on Equity = Net income / Shareholders' Equity, average.
 4. Return on Invested Capital = (Operating Income x (1-0.20)) / (Trade Receivables + Inventory - Trade Payables + Property, Plant & Equipment, net), average.
 5. Calculated according to market capitalization based on average share price adjusted for dividends.

ONE COMPANY MANY FACES

ICL is a global fertilizer and specialty chemicals company. With operations on six continents, we have over 11,000 employees and generated sales of \$5.7 billion in 2010.

We are differentiated by our direct access to plentiful sources of minerals, our extensive product range, the vertical integration of our manufacturing activities and the global presence of our manufacturing, logistics, sales and service capabilities.

But the underlying key to our success is – and has always been – the talent and dedication of our employees. The ICL family is a diverse group of managers, research scientists, process engineers, plant workers, salespeople and administrative personnel from the four corners of the globe. In this year's profile, our goal is to show you ICL from their perspective.

INTRODUCTION

How the ICL Family is making a difference across the world.



In this 2010 Corporate Profile, ICL is proud to highlight how our 11,000-strong, diverse and talented workforce is making a difference across the four corners of our planet.

Our employees have always been the key to our success in building ICL into one of the chemical industry's most complex manufacturing eco-systems.

During the past several years, we have become an even more global company, both through our organic growth and through the acquisitions that we have completed throughout the world. Today, our manufacturing, logistics, sales and

marketing facilities can be found in all leading and fast-growing markets, and our R&D teams are active in Europe and North America as well as in Israel, giving ICL the benefit of a much broader range of experience and know-how.

The diverse talents of our employees are proving critical for our ability to cope with rapid global change. Today, we are all feeling the effects of powerful new mega-trends – strong global forces which are creating both challenges and opportunities. Some of the strongest of these trends include the world's explosive rise in population, urbanization, changing dietary habits and climate change, which

are combining to increase the pressure on existing food and water supplies. In parallel, environmental awareness is increasing on a global scale, a trend that is leading to intensified regulations for many manufacturing processes.

As several of our employees explain in this profile, we are committed to using our assets and capabilities to create solutions to address these challenges. Most of our existing products are used to increase the world's food supply, improve and diversify its water resources, reduce emissions to the air and to contribute to the safety of its population. In the future, we plan to move even farther in each of

these directions, continuously raising the bar through the creation of ever-better products and manufacturing processes. By creating products that contribute to the world's long-term sustainability, we believe that we will also be enhancing our positioning in markets with strong, long-term growth potential. Our strategies range from internal growth based on the expansion of our manufacturing capacity, to advanced R&D, as demonstrated by our new lines of environmentally-friendly flame retardants and mercury/emission reduction solutions. We will continue to pursue targeted acquisitions, such as our recent acquisition of Scotts' Global Pro Specialty Agriculture business, which

will transform ICL into one of the world's few global specialty fertilizer players with state-of-the-art slow-release and controlled-release technologies and leading brand names.

As an inseparable part of this effort, we continue with significant investments aimed at improving the safety of our facilities while reducing their environmental footprint, and also play an active role in the communities in which we operate. In 2010, our investments in these areas totaled approximately \$100 million. Towards the end of the year, we were particularly proud to have contributed over \$1 million worth of our PhosChek



Mr. Akiva Mozes
President & CEO



Mr. Nir Gilad
Chairman of the Board

wildfire safety product to help quell the devastating fire in Israel's Carmel forest, thereby saving lives and helping to end this national disaster.

In this profile, we offer an overview of our activities in all these areas, as described by employees of the company from around the world. We hope it will give you insight into how we are using all of ICL's resources - and especially the talents of our Global Team - to make a difference.

Yours truly,

Mr. Akiva Mozes
President & CEO

Mr. Nir Gilad
Chairman of the Board

ICL ACROSS THE GLOBE



Cathy Dee



Henry Prince



Rich Kazmierski



Lilian Castanho Salim



Mazal Kenan



Hanny Sofer



JP Santiago



Enric Casas



Basam Masri



Mark Runggay



Andrew Hartley



Wolfgang Gauges



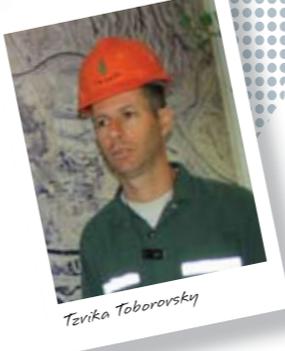
Wu Zhenwei



Mali Kalifa



Amnon Weinberg



Tzvi Taborovsky



Rubi Anran

North America

Europe

Asia

Israel

Africa

Latin America

Australia

- Manufacturing Plant
- Distribution Center
- Sales Office

FEEDING THE WORLD

*Commodity Fertilizers
Specialty Fertilizers
Food Additives & Ingredients
Food Hygiene*



INCREASING CROP YIELDS

In today's era of shrinking resources, ICL provides the potash, phosphate fertilizers and technology-rich specialty fertilizers farmers need to increase their yields and improve the quality of their crops.

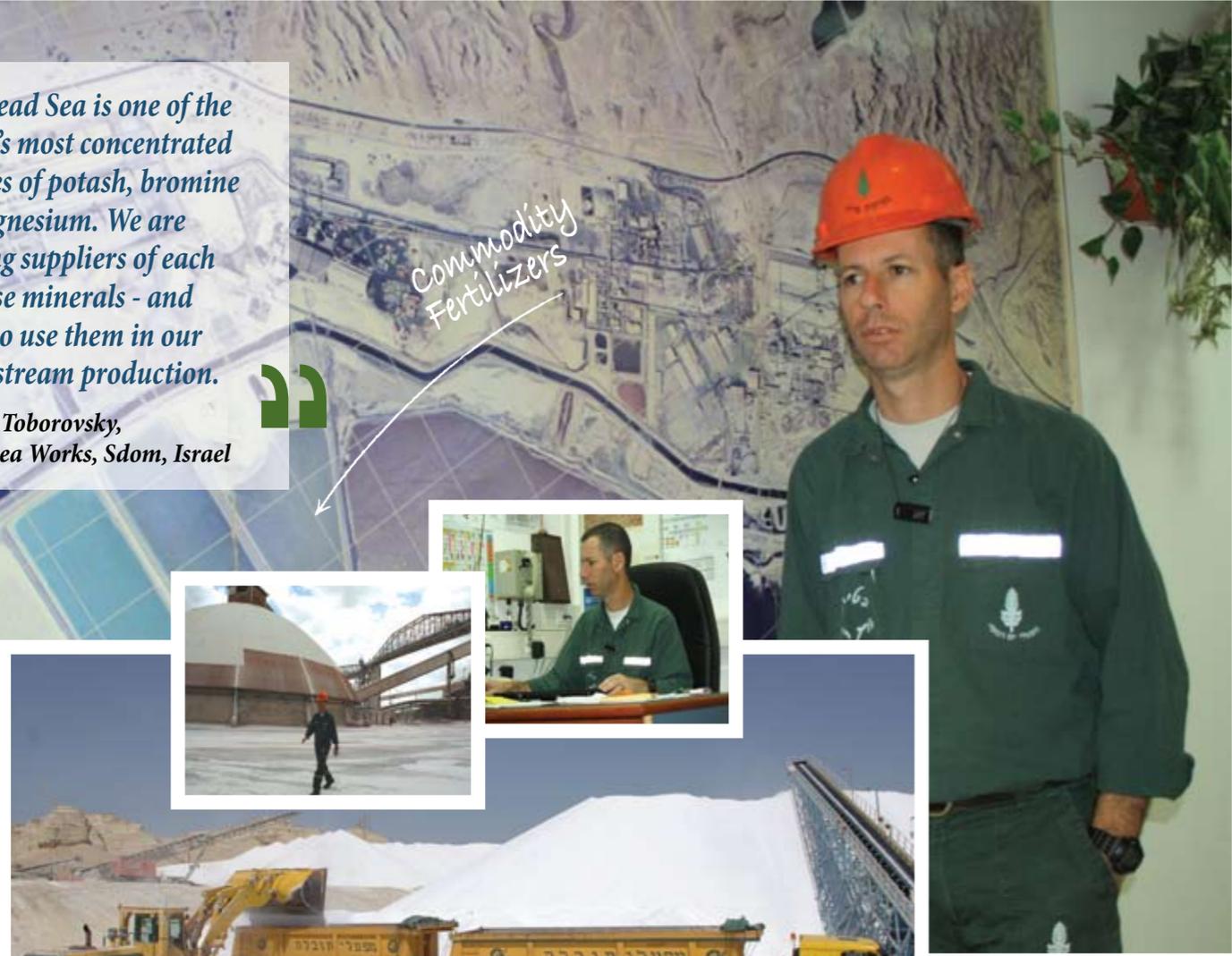
“

The Dead Sea is one of the world's most concentrated sources of potash, bromine & magnesium. We are leading suppliers of each of these minerals - and we also use them in our downstream production.

*Tzvika Toborovsky,
Dead Sea Works, Sdom, Israel*

”

Commodity Fertilizers



“

With the unlimited storage area we have here at the Dead Sea, we can stockpile potash and phosphate fertilizers, and then supply it whenever and wherever the world needs it.

*Rubi Amram,
Dead Sea Works, Sdom, Israel*

”

Specialty Fertilizers



Global Leadership in Fertilizers

- World's 6th largest potash producer
- Major producer of phosphate rock and phosphoric acid
- World's largest producer of PK fertilizers (compound potash & phosphate fertilizers), and leading producer of liquid and soluble fertilizers
- Major specialty fertilizers player following acquisition of The Scotts' Global Professional business
- Major markets: India, Brazil, China, France, Israel, Germany, Spain and England

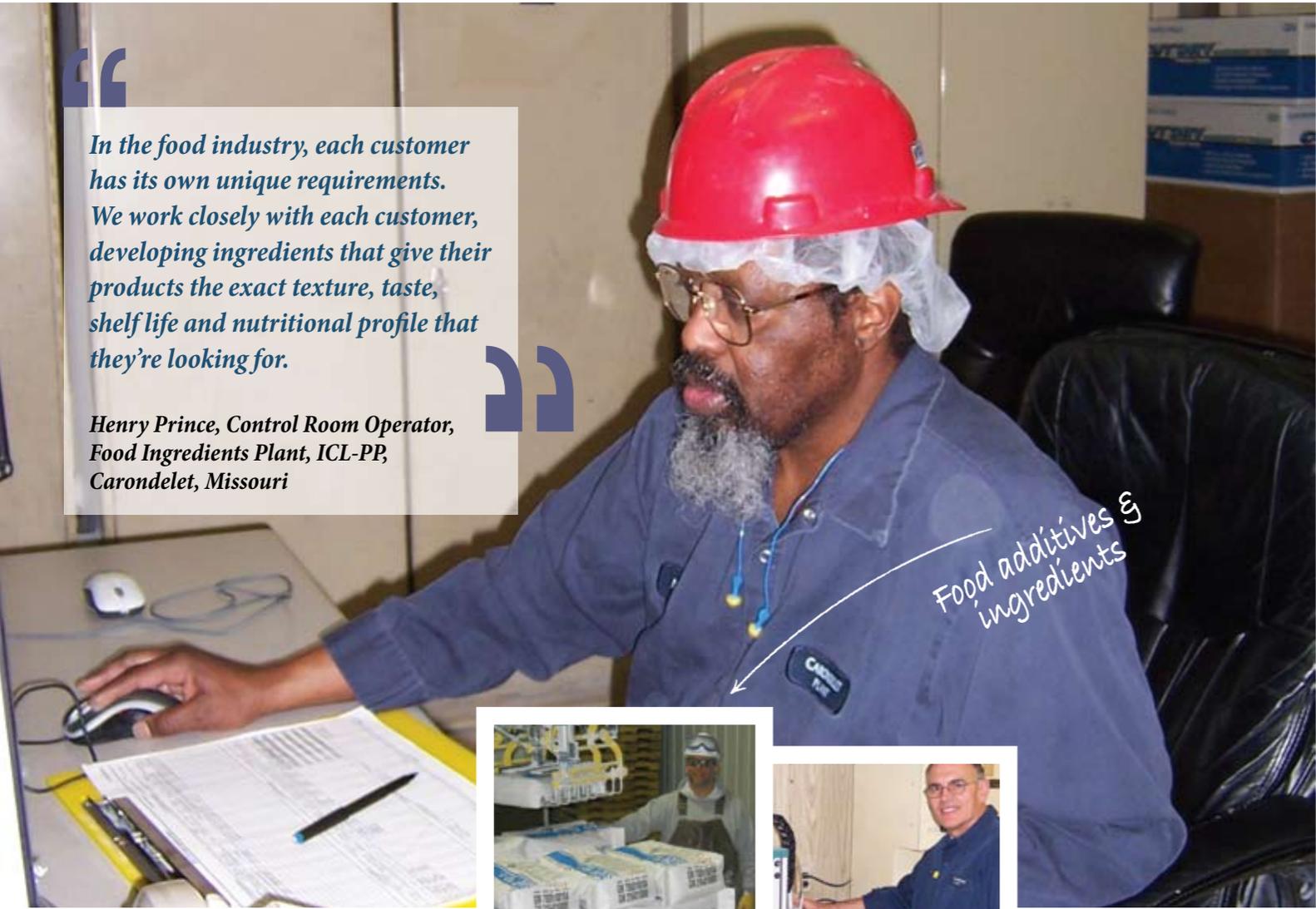
BOOSTING FOOD QUALITY

Richer diets are increasing demand for ICL's customized food additives and ingredient specialties for the dairy, baking, meat, poultry and seafood industries. These industries also use ICL's environmentally-friendly Anti-Germ solutions to achieve compliance with stricter health regulations.



In the food industry, each customer has its own unique requirements. We work closely with each customer, developing ingredients that give their products the exact texture, taste, shelf life and nutritional profile that they're looking for.

Henry Prince, Control Room Operator, Food Ingredients Plant, ICL-PP, Carondelet, Missouri



Food additives & ingredients



Global Leadership in Food Additives, Ingredients & Hygiene

- Major producer of food phosphates, seasonings, flavors & emulsifiers
- Acids & salts for the food and beverage industries
- Disinfectants & cleaning substances for wine production, dairies, food processing, catering and animal breeding
- Major markets: Europe, North America, Latin America



Recent acquisitions have given ICL the broadest line of hygiene products throughout Europe, together with extensive service capabilities. We aim to extend our leadership into many other regions.



Wolfgang Gauges, Marketing & Sales Manager, Anti-Germ Unit, ICL-PP, Neumarkt am Wallersee, Austria

Food Hygiene

MAKING THE WORLD A SAFER PLACE

Flame Retardants

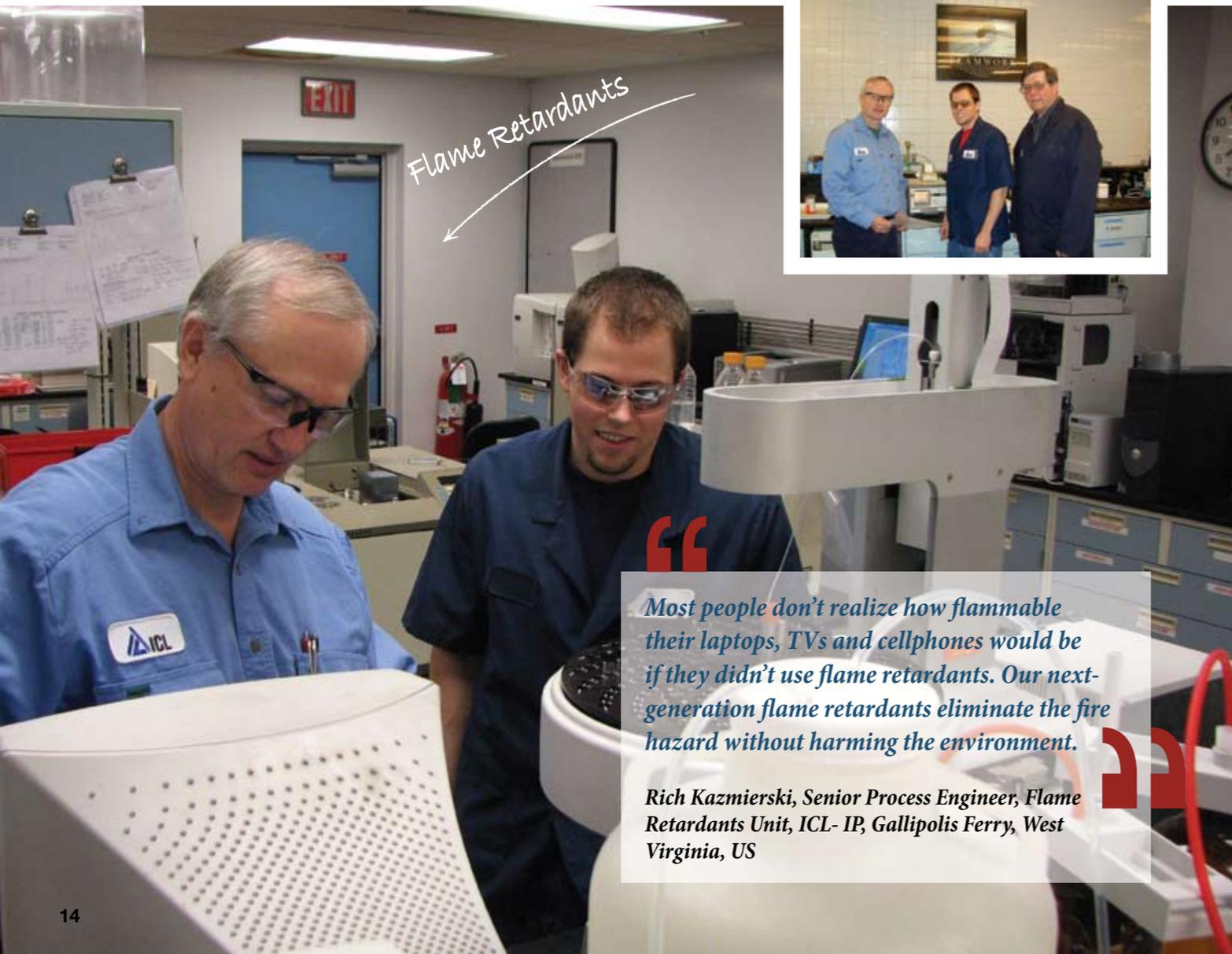
Wildfire Safety Products

Mercury Emission Control



CREATING SAFER ENVIRONMENTS

ICL's products help manufacturers create safer, more environmentally-friendly products and processes. Our flame retardants, wildfire safety products and emissions control solutions meet customers' functional needs while enabling them to comply with strict environmental regulations.



Flame Retardants



“
 Most people don't realize how flammable their laptops, TVs and cellphones would be if they didn't use flame retardants. Our next-generation flame retardants eliminate the fire hazard without harming the environment.
 ”

Rich Kazmierski, Senior Process Engineer, Flame Retardants Unit, ICL- IP, Gallipolis Ferry, West Virginia, US

Global Leadership in Safety & Environmental Products

- World's largest manufacturer and distributor of proprietary organo-phosphorus flame retardants
- Developer of groundbreaking Merquel line of products used to reduce mercury emissions from coal-based power stations
- World's largest supplier of wildfire fighting chemicals
- Taking the initiative in the development of next-generation, eco-friendly, polymeric flame retardants



“

In December 2010, we worked around the clock to ship 430 tons of PhosChek® to Israel. When they air-dropped the product on the raging fires in the Carmel Forest, firefighters were finally able to get the flames under control.

”

JP Santiago, Biogema, ICL-PP, Marseilles, France

Wildfire safety chemicals



IMPROVING THE WORLD'S PRODUCTS

Phosphoric Acid

Phosphate Specialties

Magnesia Products

Magnesium & Magnesium Alloys

PROVIDING ESSENTIAL INGREDIENTS

ICL's phosphates, acids, magnesium and other chemicals are used to make products stronger, lighter, better-performing and environmentally-friendly. They are important components for the chemical, metal treatment, fermentation, petroleum/plastics, ceramics, asphalt and other industries.



Acids



It's hard to find a product that can't be made better through the addition of our products. We work closely with our customers to show them how.

Cathy Dee, Instrument Technician, ICL-PP, Lawrence, Kansas



The exceptional purity of our magnesia specialty products makes them ideal for use in pharmaceuticals, nutraceuticals, cosmetics, osteoporosis preparations and more.



Lilian Georgia Castanho Salim, Business Manager, ICL-IP, Sao Paulo, Brazil

Magnesia



Global Leadership in Industrial Inputs

- #1 worldwide in glassy phosphates & specialty phosphate blends.
- #1 in merchant industrial phosphoric acid sales, & leading player in electronic-grade specialty phosphoric acids
- #2 in potassium phosphates
- Leading provider of magnesium & magnesium alloys for the automobile industry

STRETCHING GLOBAL WATER RESOURCES

*Drinking Water Treatment
Industrial Water Treatment
Desalination
Pool and Spa Products*



TREATING THE WORLD'S WATER

ICL's water treatment and desalination solutions are helping companies and cities in arid regions reduce their water usage and make usable water out of brackish, polluted or sea water.



Industrial Water Treatment

“
Through our partnership with local service companies, we are able to provide the exact solution that our customers need. This helps us win major customers like Ansteel in China.”

Wu Zuwei, Manager of Paper Chemicals Production, ICL-PP, Jiangyin, China



Drinking Water Treatment

Global Leadership in Water Treatment

- Industrial water treatment: end-to-end solutions including active ingredients, customized formulations, treatment technology & methodology, training, on-site operations and maintenance
- Drinking water treatment: water purification tablets and other treatments for potable water
- Pool and Spa products
- World's leading desalination solutions (through subsidiary IDE)

“

I'm proud to be part of the team that shipped millions of Aquatabs last year to Pakistan flood relief organizations. It's satisfying to work for a company that is making a difference.

”

Mark Rumgay, Production Operative, Medentech, ICL-IP, Wexford, Ireland

OUR GLOBAL PLATFORM FOR GROWTH

Research & Development
Centers of Excellence
Logistics
Safety



OUR GLOBAL SUPPORT NETWORK

To support its global expansion while continually streamlining its operations and processes, ICL has established customer support, sales, R&D and logistical capabilities on six continents.

Research & Development



“ We are currently focused on the development of a whole new generation of ‘green’ polymeric flame retardants – effective, sustainable compounds that protect consumers while surpassing the strictest environmental standards. ”

Basam Masri, Lab Technician, IMI-TAMI Institute for R&D, ICL-IP, Haifa, Israel



“ With logistics in Europe, Asia, the Americas and Israel, we are able to ship our products quickly to any point on the globe, often at a lower cost than our competitors. ”

Mark Sleeman, Operations Supervisor, Cleveland Potash Ltd., ICL-F, Teesdock, UK

Logistics

- ### ICL R&D, Logistics, and Centers of Excellence
- **Research & Development:**
 - IMI-TAMI - ICL’s central R&D laboratories
 - BKG/ Ladenberg, Germany- development of water treatment and food/beverage/hygiene solutions
 - ICL PP/ St. Louis, USA- development of cutting-edge food additives and nutraceuticals
 - **Logistics:** Logistical Centers on six continents
 - **Centers of Excellence:** Inter-segment working groups mandated to create company-wide best practices

CREATING A SAFE WORKPLACE

Key elements of ICL's "Beyond Compliance" safety culture include strict adherence to safety-at-work laws and comprehensive risk management programs, including mandatory employee safety training programs.



safety

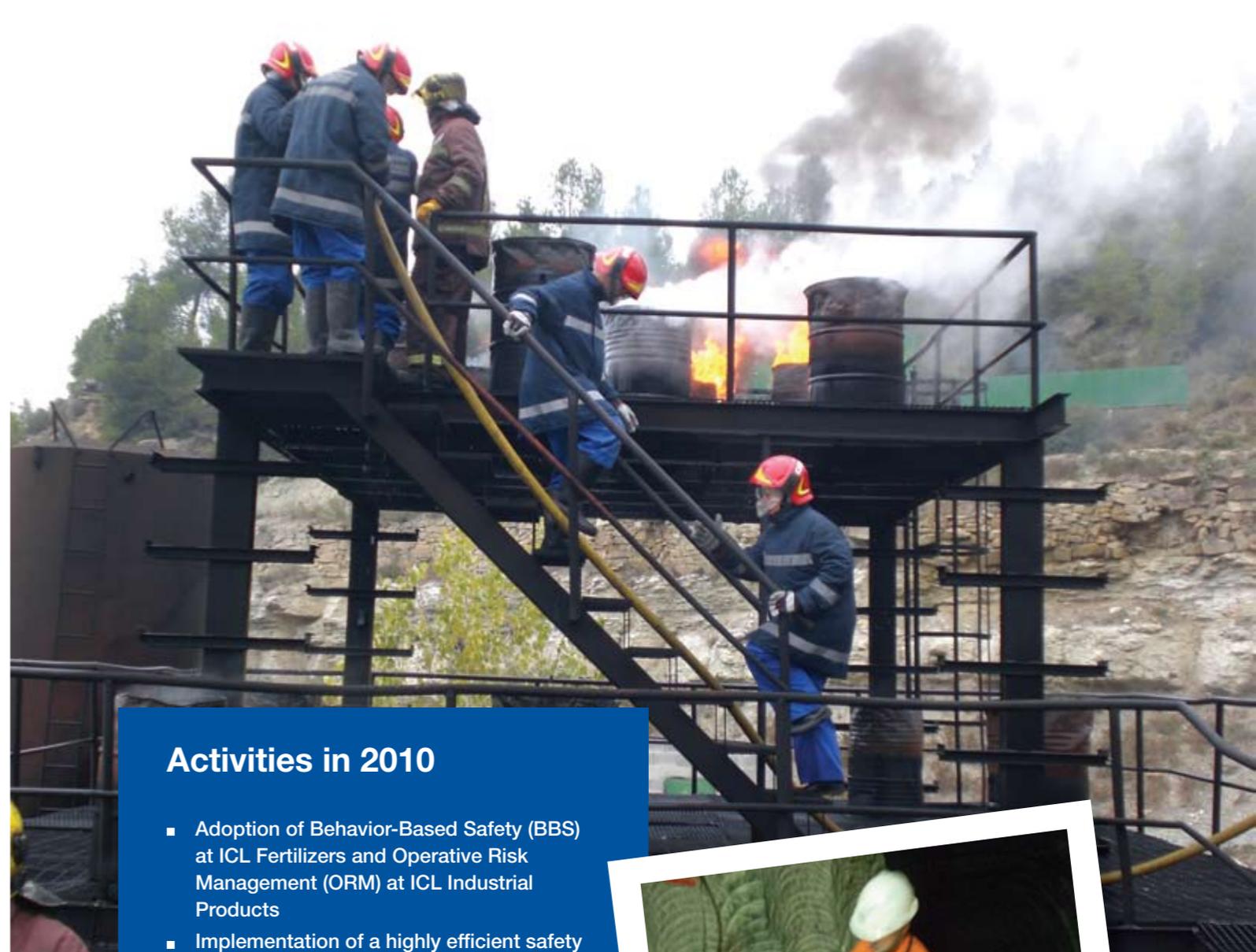


“

Safety was our #1 priority, even before the Chilean rescue brought it into the limelight. We are very proud of our safety record, and continuously seek out new ways to instill 'safety first' into the habitual behavior of our miners.

”

Enric Casas, Prevention and Safety Chief, Iberpotash, ICL-F, Suria, Spain



Activities in 2010

- Adoption of Behavior-Based Safety (BBS) at ICL Fertilizers and Operative Risk Management (ORM) at ICL Industrial Products
- Implementation of a highly efficient safety system at ICL Performance Products' BK Giulini business unit, reducing accidents to an almost "Zero-Accidents" level
- Progress in REACH compliance
- Implementation of Responsible Care and Product Stewardship programs
- Focus on transportation methodologies for hazardous materials



OUR COMMITMENT TO SUSTAINABILITY

*Conservation
Community*



ENVIRONMENTAL RESPONSIBILITY

ICL's commitment to Sustainable Development and social responsibility is shaped by its strict interpretation of the chemical industry's principles of Corporate Social Responsibility (CSR) and Responsible Care. We aim to reduce the environmental impact of our operations and prepare for emergencies, all while managing our products throughout the product life cycle.



Environment

During 2010, we made the switch to natural gas at our manufacturing facilities. This makes 'cents' as well as 'sense': it will save us millions of dollars per year while reducing our emissions significantly.

Annon Weinberg, Engineer, DSW Natural Gas Facility, Sdom, Israel

“

At ICL, we're serious about conservation. Our mine reclamation activities are among the most ambitious in the world, and we are making exciting progress with our programs to preserve wildlife in the region.

Hanny Sofer, Draftsperson, Rotem Amfert, ICL-F, Zin, Israel

”



Conservation



Activities in 2010

- ~ \$100M investment in sustainability initiatives
- Transition of DSW energy plant to the use of natural gas
- Significant progress made in Carbon Footprint Program & reduction of CO₂ emissions
- New mine restoration methods employed at ICL's Negev locations
- State-of-the-art “green” buildings dedicated in Sdom & Ladenberg



STRENGTHENING OUR COMMUNITIES

ICL takes a proactive approach towards strengthening the communities in which it operates. Its 2010 investments in community-related programs totaled NIS 20 million.

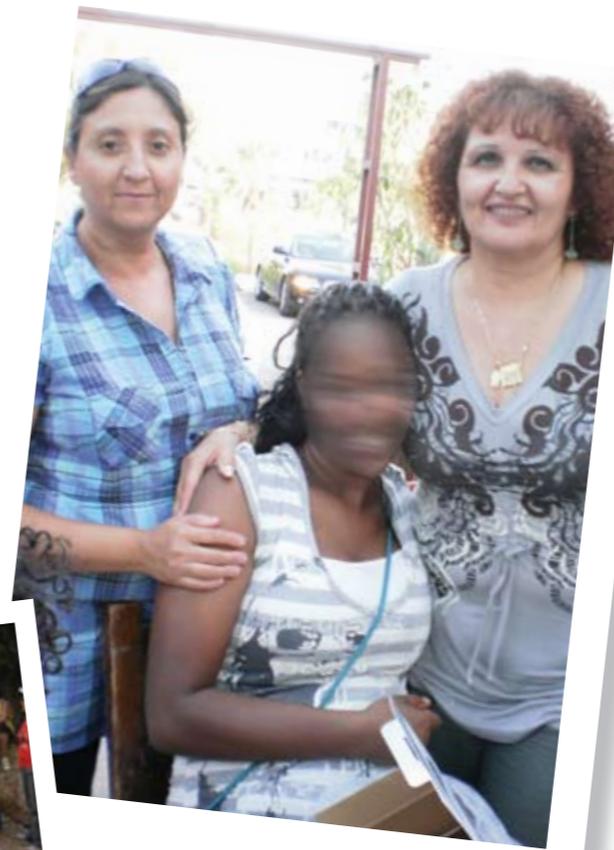


The Bedouin communities near our factories look to ICL as an advocate that works to improve their lives, both now and for future generations. It is rewarding to see the difference that our education and environmental programs are making.



Mazal Kenan, Secretary to General Manager, Mifalei Tovala, Omer, Israel

The Bedouin Community



I have been volunteering at this Afternoon Club every week for 4 years, and I wouldn't trade the experience for gold. There's no substitute for seeing these children growing, year after year, in their abilities and confidence.



Mali Kalifa, Head of QA & Training-Sdom Bromine Plant, ICL-IP, Sdom, Israel



Children at Risk

Major ICL Recipient Programs:

- Flagship program: Afternoon Clubs for Children at Risk – over 50 branches throughout Israel are staffed by volunteers from ICL and Israel Corp
- HSE Community Forums
- Assistance to Bedouin Communities
- Educational initiatives in partnership with the Technion and IDC
- Support for Soroka Hospital, Beer Sheva
- Support for Inbal (Association for Children at Risk), Maslan (Shelter for Battered Women), Alut (Association for Autistic Children), Akim (Association for the Mentally Handicapped), Alyn (Hospital for Physically Handicapped Children)
- Support for Israel Cancer Association's Hosan Center, Arad
- Association for the Transport of Disabled to Sports Competitions

WE ARE ICL



Thank you to all the ICL employees who are included in this Corporate Profile for their cooperation and for sharing their story.

Important Notes

The information in this document is based upon certain sections from ICL's 2010 Annual Report. You are advised to review the entire report as filed with the Israeli Securities Authority and the Tel Aviv Stock Exchange (TASE) on the MAGNA site. A translation for your convenience of this report is on our internet site at: <http://www.icl-group.com/INVESTORINFORMATION/Pages/FinancialReports.aspx>.

For details regarding adjustments you should refer to the full documentation as published.

The binding version is the Hebrew publication. You should not assume that the information contained herein is accurate as of any date other than the date of this document. We are not providing you with any investment, legal, business or tax advice. All statements, other than statements of historical facts included in this document, may be forward-looking statements. Although we believe that the expectations reflected in these forward-looking statements are reasonable, we can give no assurance that such expectations will prove to have been correct. Such forward looking information involves risks and uncertainties, including those referred to in the company's 2010 Annual Report referred above.

Some of the market and industry data contained in this document are based on independent industry publications or other publicly available information, while other information is based on internal studies and/or estimates. Although we believe that these sources and our internal data are reliable, as of their respective dates, the information contained in them has not been independently verified, we can not assure you as to the accuracy or completeness of this information. As a result, you should be aware that the market and industry data contained in this document and beliefs and estimates based on such data, may not be reliable. © ICL 2011

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