



Caesarstone Announces Appointment of Ken Williams as President of Newly Created North America Region

January 23, 2019

- Generated over 30% revenue growth in Canada since joining Company in 2016 -

- Brings decades of experience and success into his expanded role -

MP MENASHE, Israel--(BUSINESS WIRE)--Jan. 23, 2019-- Caesarstone Ltd. (NASDAQ: CSTE), a leading developer and manufacturer of high-quality engineered quartz surfaces, today announced the appointment of Mr. Ken Williams as the Company's new President of North America, a newly created region combining the U.S. and Canadian operations, effective immediately. Mr. Williams joined the Company in 2016 as President of Caesarstone Canada. During his tenure in Canada, the Company grew sales in this region by more than 30%, while introducing numerous operational enhancements that have improved Caesarstone's position in the region.

The Company's U.S. and Canadian regions have many similarities, which provide numerous opportunities to unify certain functions under one North American team to drive the go-to-market strategy, operations and efficiencies. The North America operation will be headquartered at the Company's existing office in Charlotte, North Carolina.

Mr. Yuval Dagim, Chief Executive Officer, commented, "As part of our evolving strategic initiatives, I am happy to promote Ken to lead our newly created North American region, and proud of the deep bench of talent within our organization. Ken has shown remarkable ability in the management of our Canadian business, assembling a strong team and driving impressive results during his tenure with us."

Mr. Dagim continued, "Our U.S. and Canada teams have worked closely together for many years. Combining regional leadership into one role will allow us to more efficiently streamline certain functions, bring products to market faster and achieve cost savings over time. I view Ken as a great fit for the role, given his success at Caesarstone and significant experience across the continent, which provide him with solid footing to execute our growth objectives in North America."

Mr. Ken Williams stated, "I am excited to expand my leadership role at Caesarstone and I look forward to effecting significant improvements in our North American selling efforts by further capitalizing on our global operating platform, powerful brand and innovative products to seize on the great market opportunity."

Mr. Williams is a seasoned executive with decades of sales, marketing, finance and management experience in the U.S. and Canada. He is skilled at building strong teams and advancing growth strategies at rapidly growing enterprises, while adhering to his core values centered on people, high performance, innovation and customers. Prior to joining Caesarstone, Mr. Williams served as Executive Vice President of Sales and Marketing of Masco Cabinetry, a division of Masco, a publicly traded Fortune 500 Company, where he grew sales to over \$1 billion with full P&L responsibility for all business in North America and international markets. Mr. Williams achieved a strong career trajectory during his 17 years at Masco, assuming increasing levels of leadership roles across numerous business units. Prior to Masco, from 1991 to 2000, Mr. Williams served as Director of Sales and Business Development at NHB Industries Limited, a cabinet manufacturer subsequently acquired by Fortune Brands. His earlier career includes management and finance positions at The Redhill Company and Thorne Riddell Consulting Group.

About Caesarstone

Caesarstone is a concept and lifestyle-driven company with a customer-centered approach to designing, developing, and producing high-end engineered quartz surfaces used in residential and commercial buildings. Caesarstone® products offer superior aesthetic appeal and perfected functionality through a distinct variety of colors, styles, textures and finishes used in countertops, vanities, wall cladding, floors, and other interior surfaces. Marked by their inherent longevity characteristics such as non-porousness, scratch and stain resistance, and durability, the company's product umbrella offers a highly desirable alternative to other surfaces. Strong commitment to service has fostered growing customer loyalty in over 50 countries where the four distinct Caesarstone product collections are available: Classico, Supernatural, Metropolitan and Concetto. For more information please visit our website: www.caesarstone.com.

Forward-Looking Statements

Information provided in this press release may contain statements relating to current expectations, estimates, forecasts and projections about future events that are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally relate to the Company's plans, objectives and expectations for future operations, including its projected results of operations and the expected timing of expanding its manufacturing facilities. These forward-looking statements are based upon management's current estimates and projections of future results or trends. Actual results may differ materially from those projected as a result of certain risks and uncertainties. These factors include, but are not limited to: the strength of the home renovation and construction sectors; economic conditions within any of our key existing markets; actions by our competitors; changes in raw material prices, particularly polymer resins and pigments; fluctuations in currency exchange rates; the success of our expansion efforts in the United States; the outcome of silicosis claims and the claim by our former quartz processor; unpredictability of seasonal fluctuations in revenues; delays in manufacturing if our suppliers are unable to supply raw materials; and other factors discussed under the heading "Risk Factors" in our most recent annual report on Form 20-F and other documents filed with the Securities and Exchange Commission. These forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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