



Edita Food Industries inks agreement with Saudi Arabia's Khalifa A.Algosaibi Cold Stores for the distribution of its Hoho's, Twinkies and Tiger Tail (HTT) Brands

The agreement reinforces Edita's regional expansion strategy and further consolidates its position as the leader in the packaged snack food market

Cairo, 5 October 2016

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFIDq.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market with dominating market shares in its core cake and croissant segments, announced today the signing of an agreement with the Kingdom of Saudi Arabia's (KSA) Khalifa A.Algosaibi Cold Stores (KACS) that will see the latter distribute Edita's Hoho's, Twinkies and Tiger Tail (HTT) brands throughout the KSA.

The agreement capitalizes on the previously announced deal with Hostess Brands LLC that expanded Edita's ownership of its Hoho's, Twinkies and Tiger Tail brands ("HTT") to 12 new countries across the Middle East and North Africa while also acquiring the right to manufacture and market 11 other Hostess Brands on a regional basis.

KACS is a portfolio company of the Khalifa A.Algosaibi Group, a privately owned business with an array of manufacturing, services and trading operations and over 60 years of experience. KACS distributes and markets FMCG brands throughout the KSA and manages some of the largest and most technologically advanced distribution complexes in the Middle East; including dry, chilled and frozen facilities.

Commenting on the agreement, **Edita Chairman and Managing Director Eng. Hani Berzi** said: "We are truly excited to join forces with such an established partner like KACS who will allow us to take our regional expansion strategy to the next step. The agreement will extend our direct presence on the ground to the second biggest consumer market in MENA and will be a key driver of export growth for Edita as we aim to grow the contribution of MENA sales to our revenues beyond the c. 6% for which they accounted in 2015.

"Our push for export growth not only helps us establish a leading position in the packaged snack food market both locally and regionally, but also mitigates against foreign currency limitations that have gripped the Egyptian market for well over a year now," Berzi concluded.

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About Edita Food Industries S.A.E.

Edita, founded in 1996 and headquartered in Egypt, is a leader in the growing Egyptian packaged snack food market. The Company manufactures, markets and distributes a range of branded baked snack products including packaged cakes, croissants, rusks (baked wheat), and wafers as well as selected confectionary/candy products. The Company's local brand portfolio includes household names such as *Todo*, *Molto*, *Bake Rolz*, *Bake Stix*, *Freska* and *MiMix*. The Company also has the exclusive ownership of the international HTT brands *Twinkies*, *Hoho's* and *Tiger Tail* in Egypt, Libya, Jordan, Palestine, Morocco, Algeria, Tunisia, Syria, Lebanon, Iraq, Bahrain, Oman, the UAE, Kuwait, Qatar and Saudi Arabia; and is party to a technical assistance and know-how agreement to manufacture 11 additional HTT brands across its territories. The Company holds strong number-one market positions in its core cake and croissant segments, a number-two market position in rusks, and growing market positions in the wafers and candy segments. In 1Q2016, the Company derived c.93% of its revenue from Egypt and c.7% from over 14 regional export markets. Learn more at ir.edita.com.eg.

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Forward-looking statements reflect the current views of the Company's management (“Management”) on future events, which are based on the assumptions of the Management and involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. The occurrence or non-occurrence of an assumption could cause the Company's actual financial condition and results of operations to differ materially from, or fail to meet expectations expressed or implied by, such forward-looking statements.



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