



## Edita Food Industries launches new BonBon candies offering; increases stake in subsidiary Edita Confectionary Industries

---

*Edita has dedicated enhanced capacity at its E15 facility to production of new candy offerings, while securing full ownership of its confectionary subsidiary ECI service, bolstering its position in Egypt's rapidly growing market for candy products*

Cairo, 8 April 2019

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFIFq.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced today that it has launched a line of juice-filled stick candies under the Company's new BonBon brand. BonBon products will be offered in strawberry, orange and apple flavors, which will retail at EGP 2 per package.

The introduction of BonBon, which will function as a sub-brand of Edita's existing MiMix candy brand, furthers the objectives of diversifying and differentiating Edita's product offering, and will help solidify the Company's growing leadership in Egypt's market for candies and confectionaries. Edita enjoys a leading market share of 9.4% in the candy and confectionary segment, which in 2018 generated sales of EGP 1.2 billion.



BonBon confections will be produced at Edita's E15 facility in Beni Suef, which houses the Company's candy production lines. Edita has commissioned additional capacity at the E15 facility, which is operated by Edita subsidiary Edita Confectionary Industries (ECI), dedicated to the production of stick candies. This new line utilizes state-of-the-art technologies and was constructed at a total investment cost of EGP 62 million.

Alongside the introduction of its BonBon brand, Edita has concluded an agreement to acquire Confindel LTD's 22.7% stake in ECI, leaving Edita with a shareholding stake of 99.98%. This purchase will allow the Company to make full use of economies of scale as it works to capture further gains from the growing demand for candy products, one of the fastest growing segments in Egypt's snack food market.

**Commenting on these developments, Edita Chairman and Managing Director Hani Berzi said:** "Edita is moving quickly on a number of fronts to take full advantage of remarkable growth in one of our key markets. Now that the Company has secured full ownership of ECI, it will be able to more intensively utilize the subsidiary's resources and scale advantages. The investments we have made in the capabilities of the E15 facility are already allowing Edita to further differentiate its product mix and capture an even greater share of the growth we are witnessing in Egypt's candy market."

—Ends—



## 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 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 FY2018, the Company derived c. 92% of its revenue from Egypt and c. 8% from regional export markets. Learn more at [ir.edita.com.eg](http://ir.edita.com.eg).

## Contacts

Ms. Menna Shams El Din

Investor Relations & Business Development Director

T: +202 3851-6464 | M: +2010 0 154 2428 | [menna.shamseldin@edita.com.eg](mailto:menna.shamseldin@edita.com.eg)

## Forward-Looking Statements

This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as "according to estimates", "aims", "anticipates", "assumes", "believes", "could", "estimates", "expects", "forecasts", "intends", "is of the opinion", "may", "plans", "potential", "predicts", "projects", "should", "to the knowledge of", "will", "would" or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding business and management, future growth or profitability and general economic and regulatory conditions and other matters affecting the Company.

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.

The Company's business is subject to a number of risks and uncertainties that could also cause a forward-looking statement, estimate or prediction to differ materially from those expressed or implied by the forward-looking statements contained in this prospectus. The information, opinions and forward-looking statements contained in this communication speak only as at its date and are subject to change without notice. The Company does not undertake any obligation to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this communication.