



## Edita Food Industries launches new Breeze candy under flagship MiMix brand

---

*Breeze is a new hard candy offering available in three different flavors in line with Edita's push to expand its confectionary line of business through innovative product and flavor launches*

Cairo, 21 October 2019

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFID.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced today the launch of its latest product range of hard candies under its new Breeze brand. Breeze will be offered in mint, orange mint and cherry mint flavors and retail for EGP 2 per pack.



The launch of the Breeze brand is the latest in Edita's efforts to expand its market share and solidify its leadership in the fast-growing, and increasingly competitive Egyptian candy market, which, as of December 2018, has witnessed a total market growth of 83.2% y-o-y to reach EGP 1,233 million. As of April 2019, Edita held a total market share of 9.5%, with the candy segment making up 4% of the company's total revenue.

The positive results hinge on Edita's diverse product mix of quality candies, having launched earlier this year its BonBon brand of confections, a line of juice-filled stick candies. The launches are central to Edita's growth strategy as it works to expand the breadth of its candy lines and capture a wider customer base through the introduction of innovative products tailored to the needs of the 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 1Q2019, the Company derived c. 91.3% of its revenue from Egypt and c. 8.7% 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 Senior 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.