



‘Edita Foundation for Social Development’ will Donate EGP 2 million to Support Egypt’s Healthcare System Against Covid-19

The donation will be disbursed to the Misr El Kheer foundation to fund the purchase of lifesaving ventilators for Covid-19 patients and personal protective equipment for healthcare providers

Cairo, 6 April 2020

The Edita Foundation for Social Development announced today that it will donate EGP 2 million to the Misr El Kheer foundation in support of the Breathe Campaign. The funds will be utilized to purchase critically needed mechanical ventilators and personal protective equipment for the nation's hospital system in response to the Covid-19 outbreak.

The Foundation was established in March 2020 with an initial endowment of EGP 5 million and will consolidate all of Edita’s longstanding social development initiatives in Egypt under one umbrella.

“The Edita Foundation for Social Development is part and parcel of our strategy to promote and contribute to social development and sustainability in Egypt,” **said Edita’s Chairman and Managing Director Hani Berzi.** “We have a long history of corporate social responsibility initiatives with a particular focus on education and healthcare as the key pillars for social development, and we recognize the importance of continuing to support our people and our communities during these critical times.”

“From the very beginning Edita has taken the threat of Covid-19 seriously and immediately introduced proactive measures at our organization to help mitigate the risks posed by the pandemic. We were quick to initiate new health, safety and social distancing measures to ensure the well-being of all our employees, and today we are following through with our commitment to the communities we serve by providing much needed support to our hospital systems in the fight against Covid-19. We are monitoring the situation closely and will continue delivering on our corporate responsibility toward our c.6,000 employees and to the communities in which we live and work,” said Berzi.

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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 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 FY2019, the Company derived c. 91.5% of its revenue from Egypt and c. 8.5% from 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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