



## Edita Food Industries commissions its second line at its new E08 factory; launches new TODO Donuts offerings

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*The Donut line is the second to be commissioned at the E08 facility following the recently inaugurated wafer line and is part of Edita's strategy to expand its product portfolio with new innovative offerings and extract higher value from a fast-growing market*

Cairo, 24 October 2017

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 the commissioning of its second line at the company's E08 facility in 6<sup>th</sup> of October City's Polaris Al-Zamil district that will produce donuts. The line's first commercial production was marked with the launch of a chocolate-coated donut under Edita's TODO brand and is to be followed by a variety of donut products.

The E08 facility is set to house around 11 new lines on a built-up area of 36,000 sqm and was officially inaugurated in July 2017 with the commissioning of its first wafer line. The facility deploys state-of-the-art technology and is compliant with international quality and safety standards.

The new TODO Donut is the first mass-produced packaged donut in Egypt and is the latest in a string of new and differentiated product launches by Edita that aim to provide consumers with unique value propositions and create new demand in Egypt's fast-growing snack food market. TODO is Edita's in-house developed brand.



Commenting of the commissioning of the new line, **Edita Chairman and Managing Director Hani Berzi** said: "This newest addition to a series of new lines to be housed at the E08 facility will allow us to further deliver on our strategy of deploying innovation and product differentiation to launch new products as we seek to continuously optimize our portfolio. Meanwhile, our continued investments to expand our manufacturing base underscores our confidence in the fundamentals of our market and its potential to create compelling new shareholder value."

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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 Q12017, 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](http://ir.edita.com.eg).

## Contacts

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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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