



Edita Food Industries makes Forbes Middle East's Top 50 Egyptian Companies list

Forbes Middle East puts Edita on its list of Top 50 Egyptian Companies, highlighting the company's consistently solid performance in the Egyptian market.

Cairo, 30 November 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 that it made Forbes Middle East's Top 50 Egyptian Companies list. The ranking serves to underscore the company's leadership position in the Egyptian snack food market and its exceptional brand equity, having consistently brought its customers throughout the region the highest quality products.

The announcement was made during Forbes' Celebrating Egypt's Success conference in the presence of the Egyptian Minister of Planning and Administrative Reform Hala Al-Saeed, the Minister of Social Solidarity Ghada Wali, and the Editor in Chief of Forbes Middle East Khuloud Al Omain. The conference honored the top 50 Egyptian companies, the 25 strongest Egyptian startups, and the 25 most powerful women. The rankings were set using global criteria followed for choosing the best 100 companies in the Arab world, which included an examination of each company's revenues, profits, market value, and assets.

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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 3Q2017, the Company derived c. 92% of its revenue from Egypt and c. 8% 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.

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.