



Edita Food Industries installs new wafer line and launches ‘Freska Pops’ to further capitalize on a fast-growing market

The new production line is housed at Edita’s new E08 facility and comes at an investment cost of c.EGP 14 million; new Freska Pops offering will further diversify Edita’s wafer portfolio as it seeks to grow its market share

Cairo, 27 May 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 the installation of a new wafer production line at its E08 facility at an investment cost of c.EGP 14 million. The new line will develop products under Edita’s ‘Freska’ range. With this new installation comes the launch of the line’s latest product, Freska Pops — rolled cocoa wafers filled with cocoa and hazelnut cream retailing for EGP 3 per pack. The introduction of Freska Pops further diversifies Edita’s wafer offerings as it seeks to capture a larger share of this fast-growing market.

Commenting on the new launch, Edita Chairman and Managing Director Hani Berzi said: “Edita is taking full advantage of the solid fundamentals of the fast-growing wafer segment, where we plan to funnel investment in adding new capacities and new products. This strategy is already bearing fruit, with revenues from the wafer segment during 1Q2019 alone hitting EGP 97.3 million and our market share totaling 10.3% as of February 2019. Our unwavering commitment to providing innovative offerings to our consumers and our ability to deliver on our growth strategies are what set us apart in the fast-growing and increasingly competitive snack food market.”

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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 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.



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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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