



Edita Food Industries launches new cake offering HOHOs Mix

HOHOs Mix, a newly launched SKU marks Edita's latest addition to its market-leading cake offering and introduces a new price point of EGP 5 within the segment

Cairo, 13 October 2022

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange & EFID.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced today the launch of its latest cake product, HOHOs Mix. Sold under Edita's HOHOs brand, HOHOs Mix is a chocolate coated, chocolate cake filled with vanilla and cocoa cream.

HOHOs Mix retails at EGP 5 per pack, a new price point within the segment, capitalizing on its leadership in the filled cakes segment. The new launch is in line with Edita's strategy to offer greater value-for-money and cater to evolving tastes and preferences.

The launch is being accompanied by a marketing campaign which includes a television advertisement that can be viewed here: <https://www.youtube.com/watch?v=kEbPMefXBxQ>



The cakes segment is one of Edita's core offerings and continues to be the largest contributor to revenues, generating 50.2% of revenue in 2Q2022. The company's products fall under four distinct brands: Twinkies, HOHOs, Tiger Tail and TODO, all of which have grown to become household names with strong brand equity. The optimized portfolio has helped the company further expand its market share within the cakes segment.

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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, bakery, rusks (baked wheat), wafers and biscuits 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, Oniro and MiMix. The Company also has the exclusive ownership of the international Hostess 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 Hostess brands across its territories. The Company holds strong number-one market positions in its core cake and bakery segments as well as in rusks, a leading market position in candy and a growing market position in the wafers segment. In 2Q2022, the Company derived 93.5% of its revenue from Egypt and 6.5% from regional export markets. Learn more at ir.edita.com.eg.

Contacts

Ms. Menna Shams El Din

Head of Investor Relations & Corporate Affairs

T: +202 3851-6464 | M: +2010 0 154 2428 | menna.shamseldin@edita.com.eg

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