



Edita Food Industries launches new Molto Magnum under its Molto brand

The new Molto Magnum, available in chocolate and strawberry cheesecake flavors, is the latest addition to Edita's range of innovative products in the bakery segment

Cairo, 18 February 2020

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFID.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced today the launch of its latest product under the Molto product line, Molto Magnum.

The new Molto Magnum is a croissants offering available in two flavors: chocolate and strawberry cheesecake, catering to consumers' dynamic tastes and preference for innovative and differentiated snack food products. This upsize Molto Magnum is priced at EGP 5 per pack, thus expanding Edita's portfolio of higher-value propositions while simultaneously satisfying consumers' demand for larger, hunger-quenching products and providing them with more value-for-money.



Since its launch in 1997, Edita has continued to expand its Molto brand offerings year on year, introducing new offerings and SKUs that have solidified the brand as a household name in the snack food industry and allowed the company to maintain its leading position. Most recently, Edita introduced the Molto Mini Friendship Pack in late 2019 followed by the Molto Sandwich in 2020. As of the nine-month period ended 30 September 2019, Edita's bakery segment reported a 10.8% y-o-y rise in sales and constituted 37.7% of Edita's total revenue for the period.



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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 3Q2019, the Company derived c. 91.9% of its revenue from Egypt and c. 8.1% 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-



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