



Edita Food Industries launches new bakery offering Molto Magnum Mix

Molto Magnum Mix SKUs mark Edita's newest additions to its market-leading bakery portfolio

Cairo, 23 January 2023

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 bakery product, Molto Magnum Mix. Sold under Edita's Molto brand, Molto Magnum Mix is offered in three flavors: chocolate and cream, salted caramel and cream as well as strawberry cheesecake and cream. The product is available in two sizes, single serve croissant and mini croissants. Furthermore, Edita launched Molto XXL Plus, a new variation of the highly popular Molto XXL with even more filling.

The new launches further strengthen Edita's leadership position in the bakery segment and is in line with its strategy to continuously offer higher value propositions that cater to consumers' evolving tastes and preferences.

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



The bakery segment continues to be one of Edita's core offerings and a primary contributor to revenue, generating 35.2% of revenue in 3Q2022. The company's bakery portfolio includes a wide range of sweet and savoury products, which help Edita grow its market share within the bakery 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 3Q2022, the Company derived 93.5% of its revenue from Egypt and 6.5% 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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