



EDITA FOOD INDUSTRIES S.A.E
PRESS RELEASE

Edita Food Industries Morocco begins operating a new cake production line

Cairo, 20 October 2022

Less than a year since the facility began operating, Edita Morocco embarks on a new chapter with promising prospects. After the successful launch of the HOHOs brand in the Moroccan market, the Board of Directors of Edita Food Industries Morocco is pleased to announce the arrival of a new range of cake products, which will be produced at the newly installed second production line at its facility in Berrechid.

The new production line, which will produce one of Edita's flagship brands Twinkies, supports Edita's strategy to expand its portfolio in Morocco and its goal to promote Moroccan produced products. The new range of cake products has been customized to meet the taste and expectation of consumers in Morocco.

Additional brands that appeal to the evolving tastes of Moroccan consumers will be launched in the near future. We also plan on increasing our investments over the next few years to fund further expansions.

Commenting on the new production line, Edita Chairman Eng. Hani Berzi said: "Edita Morocco continues to achieve remarkable milestones that we are immensely proud of. Despite global market challenges, the launch of HOHOs in December 2021 was a great success and the facility has far exceeded expectations in terms of volume and revenue generated in the short period since it began operating. We look forward to unlocking further growth potential in Morocco with our partner Dislog Group and are committed to increase our investments in the facility and to continue delivering new and differentiated products to strengthen our position in the market. The facility, which is our first greenfield investment outside of Egypt, has proven to be a strong foundation for our regional expansion plans."

Mr. Moncef Belkhatat, Chairman of the Board of Directors of Dislog Group and Edita Morocco, further added: "We are confident that our teams will make the new production line another success story following into the footsteps of HOHOs. The perfect combination of our distribution expertise, knowledge of the Moroccan consumer as well as strong and innovative R&D are essential growth drivers in the food industry."

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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.

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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



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