



## Edita Food Industries launches new biscuit offering Oniro Mini LAVA

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*Oniro Mini LAVA marks Edita's newest offering in the fast-growing biscuits market, where the Company has driven rapid growth since launching its Oniro brand in 2020,*

Cairo, 14 February 2022

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 biscuit product, Oniro Mini LAVA. Sold under Edita's Oniro brand, Oniro Mini LAVA is a flavoured biscuit filled with cocoa hazelnut cream and is offered in vanilla and chocolate flavours.



Oniro Mini LAVA retails for a competitive price of EGP 3 per pack and is available in pouches containing four sticks each. The new launch comes as Edita works to establish a footprint in the filled biscuits segment, the second largest segment of Egypt's biscuit market and its second fastest growing. Edita expects the high quality of its Oniro Mini LAVA offering and the product's bold brand positioning to aid the Company in establishing a solid foothold in the filled biscuits segment.

Edita entered Egypt's biscuit market in 2020 with the launch of its Oniro brand, building on the Company's track record of penetrating new market segments and developing household brands that satisfy consumers' evolving tastes, while offering exposure to a growing market valued at EGP 4.6 billion. Revenue from Edita's biscuits segment grew at a rate of 79.2% year-on-year in 9M2021, making it Edita's second fastest-growing segment during the nine-month 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 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 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 bakery segments as well as in candy, a number-two



market position in rusks and a growing market position in the wafers segment. In 3Q2021, the Company derived 96.5% of its revenue from Egypt and 3.5% from regional export markets. Learn more at [ir.edita.com.eg](http://ir.edita.com.eg).

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This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as “according to estimates”, “aims”, “anticipates”, “assumes”, “believes”, “could”, “estimates”, “expects”, “forecasts”, “intends”, “is of the opinion”, “may”, “plans”, “potential”, “predicts”, “projects”, “should”, “to the knowledge of”, “will”, “would” or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding business and management, future growth or profitability and general economic and regulatory conditions and other matters affecting the Company.

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-looking statements to reflect events that occur or circumstances that arise in relation to the content of this communication.