



Edita Food Industries launches new additional upsized HOHOs Cream; rebrands its uncoated Mini HOHOs SKUs

The new additional upsized HOHOs cream along with the rebranded Mini HOHOs fall under the company's strategy to enhance its offerings in the cake market and offer consumers more value-for-money

Cairo, 24 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 newly added SKU, an upsized HOHOs Cream priced at EGP 2 per pack.

The new SKU is part of Edita's price point segmentation strategy to better cater to its consumer's preferences and offer higher value-for-money propositions, strengthening its leadership position in its core cakes market.



Edita is also capitalizing on its flagship HOHOs brand name, and has rebranded the uncoated Mini HOHOs SKUs to enhance its packaging as it works to consistently stimulate demand across its existing segments.



Edita's cakes segment, which continues to be the largest contributor to revenues amounting to 43.4% as of 9M2019, spans four distinct brands: Twinkies, HOHOs, Tiger Tail, and TODO, all of which have grown to become household names with strong brand equity.



Edita's HOHOS Family

يسعدنا الاعلان عن إطلاق منتج هوهوز الجديد في الأسواق
نفس الكيكة بحجم أكبر!

فهذه عائلة هوهوز الجديدة:

—Ends—

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

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.