



## Edita Food Industries Reports 3Q2020 Earnings

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*Edita's revenues surpassed the EGP 1 billion mark in 3Q2020 as the gradual lifting of restrictive measures related to Covid-19 supported a 34.5% quarter-on-quarter recovery in volumes; Net profit for the quarter recorded EGP 107.5 million, with a net profit margin of 10.2%*

**Cairo, 10 November 2020**

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 its results for the third quarter ended 30 September 2020, recording revenues of EGP 1,059.0 million, up a solid 37.8% versus 2Q2020 on the back of recovering volumes, and down just 2.7% versus 3Q2019 due to the residual impact of Covid-19 on operations.

Edita's performance in the third quarter of the year was supported by a robust recovery in volumes, which recorded a 34.5% expansion versus 2Q2020. The recovery in volumes was bolstered by the gradual lifting of the government's restrictive measures related to Covid-19 and the subsequent increase in traffic, along with increased opportunity for "on-the-go" snack food consumption.

In 3Q2020, Edita recorded a gross profit of EGP 362.6 million, with a stable gross profit margin of 34.2%, and up from the 31.7% margin recorded in 2Q2020. Net profit came in at EGP 107.5 million in 3Q2020, with a net profit margin of 10.2% for the quarter.

During the third quarter, Edita's bakery segment, namely the "Molto" brand, was the standout performer, with the segment making the largest contribution to consolidated revenues for the period as its revenue for the third quarter expanded 10.0% versus 3Q2019. Edita's core cake and bakery segments witnessed impressive market share gains in the eight months to August 2020 largely driven by the introduction of several new SKUs earlier in the year.

Throughout the first nine months of 2020, Edita launched several new products and penetrated a new market segment to solidify its leading position in the snack food industry. The company strengthened and diversified its product offering across its existing segments, rolling out multiple products at its cakes, bakery, wafer, and candy segments. The new product launches come as part of a wider strategy aimed at further optimizing Edita's product portfolio by rolling out innovative, higher value-for-money propositions. In May, Edita marked its entrance into Egypt's EGP 5 billion biscuits market with the soft launch of Oniro, the company's 10th brand and first offering in the biscuits segment.

On the sales and distribution front, Edita has expanded its distribution capabilities by more than 30% versus last year, with the company now enjoying an even wider reach across the entire country. During the quarter, Edita inaugurated two additional distribution centers bringing the total to 25 centers across Egypt.

On the regional front, construction work at Edita's first overseas production facility in Morocco is progressing according to schedule with operations set to begin in 1Q2020.

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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 9M2020, the Company derived 93.5% of its revenue from Egypt and 6.5% 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.