



## **Edita Food Industries signs toll manufacturing agreement with Misr Food Additives to double biscuit production capacity under its Oniro brand**

*This agreement marks a key step in Edita's ongoing growth and diversification strategy, enhancing its presence within the biscuit market.*

**Cairo, 07 November 2024**

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 the signing of its first toll manufacturing agreement with Misr Food Additives (MIFAD). This partnership marks a significant milestone for Edita, enabling the company to expand its production capacity and enhance its offerings under its flagship brand, Oniro.

The agreement will double Edita's annual biscuit production capacity and enhance cost efficiency, allowing the company to meet rising local demand in Egypt's rapidly-growing biscuit market. This move also positions Edita to significantly expand its market share in a segment that has achieved a 40% CAGR over the past three years.

Through the partnership, Edita will leverage MIFAD's available biscuit production capacity, allowing the company to expand its product range and continue meeting the growing demand for its products within the segment.

Eng. Ahmed Samy, CEO of Edita Food Industries Snacking and Bakery Business Unit, stated, "This collaboration will significantly enhance our market penetration in new segments of the biscuit industry. Typically, entering these new segments requires substantial lead times and significant investments. However, with MIFAD's esteemed support, we can achieve this quickly, efficiently, and while maintaining the highest quality standards."

Edita first entered the biscuit segment in 2020 under its homegrown brand Oniro, recognizing significant opportunities in this vast, highly fragmented market. The company will continue to broaden its expansion in the fast-growing segment, replicating the success of its proven models for building strong brands and leading key market segments.

Eng. Hani Berzi, Group Chairman and CEO of Edita Food Industries, commented, "Our partnership with MIFAD is a pivotal step in Edita's ongoing strategy to diversify revenue streams and increase its presence across smaller, nascent segments. It enables us to expand our product portfolio and capture a greater share of the market, perfectly aligning with our long-term vision of leading the biscuit segment."



Eng. Hani Berzi, Group Chairman and CEO of Edita Food Industries – Mr. Mohamed Shokry, Chairman of MIFAD –  
Eng. Ahmed Samy, CEO - Edita Food Industries S.A.E - Snacking and Bakery Business Unit – Mr. Omar Mandour, CEO of MIFAD

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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 2Q2024, the Company derived 92.3% of its revenue from Egypt and 7.7% from regional export markets. Learn more at [ir.edita.com.eg](http://ir.edita.com.eg).

## Contacts

### **Ms. Menna Shams El Din**

Chief Investment Officer & Corporate Affairs

T: +202 3851-6464 | M: +2010 0 154 2428 | [menna.shamseldin@edita.com.eg](mailto:menna.shamseldin@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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