



## **Edita Expands Support for Egyptian National Handball Teams and Champions as Part of Broader Community Engagement Strategy**

*The sports sponsorships form part of Edita's broader platform to reinforce its role as a proud national manufacturer and a trusted Egyptian brand present in the daily lives of millions.*

**Cairo, 18 March 2026**

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange), a leading player in Egypt's packaged snack food market, announced the expansion of its national sports sponsorship portfolio to include a distinguished group of Egyptian athletes across multiple sporting disciplines.

Building on its ongoing sponsorship of the Egyptian National Handball Teams across all age groups for both men and women, Edita has extended its support to include world number one squash player Mostafa Asal, weightlifting 2-time Olympic medallist Sara Samir, and Paralympic weightlifting gold medallist Mohamed Elmenyawy. This expansion underscores Edita's commitment to supporting Egyptian athletes and teams on regional and international stages, reflecting its belief in championing excellence, empowering youth, and advancing national sports.

Edita proudly celebrated the remarkable successes of Egyptian athletes, honouring both the Egyptian National Handball men's first Team for their victorious win at the African Cup—a milestone showcasing their exceptional talent, discipline, and determination—and Mostafa Asal for his outstanding international accomplishments, including his recent triumphs at the prestigious Tournament of Champions in New York and the Windy City Open in Chicago. These achievements highlight the global competitiveness of Egyptian athletes and their continued success on the world stage.



Edita looks forward to continuing its journey alongside these champions, standing firmly behind them as they pursue even greater milestones, achieve further success and continue making Egypt proud.



Commenting on the initiative, Eng. Ahmed Samy, CEO Egypt - Edita Food Industries, said: “We are proud to support Egyptian athletes and national teams who carry the country’s flag on the global stage. These partnerships reflect our confidence in Egyptian talent and our commitment to contributing to initiatives that inspire younger generations and strengthen national pride.”

These sports sponsorships fall under Edita’s broader community engagement platform, which aims to reinforce the company’s identity as a proud national manufacturer. This platform includes support for national and governmental initiatives, cultural engagement, youth development, corporate social responsibility programs, and sports. Through this structured approach, Edita continues to build a lasting legacy of meaningful community involvement while reinforcing its position as a trusted Egyptian brand present in the daily lives of millions.

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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 across all of Africa as well as in, Jordan, Palestine, 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 FY2025, the Company derived 90% of its revenue from Egypt and 10% from regional export markets. Learn more at [ir.edita.com.eg](http://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.

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