



Edita Trade and Distribution signs a commercial agreement with Fawry to streamline cashless collections

The agreement works to enhance trade cash management and operational efficiency and advances Edita's digitalization drive as a key pillar of its ESG strategy

Cairo, 24 January 2024

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, is pleased to announce that its subsidiary, Edita Trade and Distribution has partnered up with Fawry, the leading provider of e-payment services in Egypt, to facilitate cashless collections across Edita's points of sale.

Through this partnership Edita will be able to deploy Fawry's fintech solutions to transform its trade cash management processes, enabling the company's distribution and retail partners to deposit sales funds through Fawry's e-payment network, which has extensive reach across Egypt. The integration of Fawry's cutting-edge e-payment services will not only facilitate cashless collections by Edita's sales representatives, but also enhance the overall performance of its trade cash cycle, streamline financial transactions, and drive Edita's operational efficiency to new heights.

This strategic move to digitalize a key aspect of the company's operations aligns with Edita's strategy to implement digital transformation and efficiency projects as one of the key pillars of its ESG strategy; and is in line with global trends in digital payments and promoting a more sustainable and environmentally responsible business model.

Commenting on the agreement, Edita's Chairman Hani Berzi said, "We are very pleased to announce our partnership with Fawry, Egypt's leading provider of e-payment services, who will help Edita digitalize cash collection across its merchant network, improve trade cash management and enhance overall operational efficiency for our business. This is a crucial step toward advancing digital transformation across our organization, which is a key pillar of Edita's ESG strategy. We look forward to working with the team at Fawry and to realizing our strategic objectives through this partnership."

Edita Trade and Distribution currently boasts an expansive sales and distribution network, featuring 55,000 points of sale, 26 distributions centers, 1,065 fleets, and 900 sales representatives.

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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 3Q2023, the Company derived 90.0% of its revenue from Egypt and 10.0% from regional export markets. Learn more at 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.

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



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