



Edita Food Industries launches new wafer product ‘Freska Block’

Freska Block expands the company’s wafer portfolio as Edita looks to increase its presence in this fast-growing segment

Cairo, 4 February 2021

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 the launch of its new wafer product, Freska Block. Freska Block is a filled wafer bar with a double-layer chocolate coating and will be retailing for EGP 3 per pack. The new product is available in three flavours: hazelnut cream, peanut butter, and cappuccino cream.

The launch of this new product line is part of Edita’s wider portfolio optimisation strategy which sees the company work to migrate consumers towards higher price-points while expanding and diversifying its portfolio to capture rising demand across fast-growing segments. Edita has also recently installed a new wafer production line which will enable the company to double its wafer production capacity compared to the start of 2020, in turn helping Edita to further solidify its presence in the segment.



Edita’s wafer segment is among the company’s fastest growing segments, becoming the third largest contributor to the consolidated top-line in 3Q2020 at around 8%.

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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.

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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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