



Edita Food Industries Launches Humanitarian Initiative for Gaza in Collaboration with Misr El Kheir Foundation

This initiative aligns with the company's commitment to address critical humanitarian needs

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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, announced a significant humanitarian initiative to support the people of Gaza. The initiative, carried out in collaboration with Misr El Kheir Foundation, comes in response to the recent reopening of the Egypt-Gaza border, providing an opportunity to extend support to those in need.

As part of this initiative, Edita will donate products worth EGP 5 million to help people in Gaza. These contributions aim to bring vital support to them, providing nourishment that fosters hope and helps pave the way for the return to normalcy and renewed livelihoods.

Edita's contribution to Gaza reflects its unwavering commitment to social development and its long-term sustainability strategy aimed at creating a positive impact on communities. Supporting Gaza has always been a priority for the company, and this initiative builds on its continued efforts to empower local communities and provide essential nourishment, reaffirming its dedication to their well-being.

Eng. Ahmed Samy, CEO of Edita Food Industries - Snacking and Bakery Business Unit, stated, "This initiative is about standing in solidarity with the people of Gaza. We call on other Egyptian companies to join us in uniting efforts, optimizing the impact through unified action and multiplying the support for Gaza."

In response to Edita's call, many companies such as Benefit Egyptian International Company (owner of V7 & V SuperSoda Brands), Corona Food Industries, Harvest Foods Company, Prisma Foods (the owner of Raw Kettle Cooked Potatoes brand), Regina Co. for Pasta & Food Industries, and The Arabian Food Industries Domty have joined the initiative, further strengthening the collective humanitarian effort. Their participation expands the reach of aid, ensuring that essential support reaches more people in Gaza, highlighting the power of unity in delivering meaningful relief.

The initiative is receiving coverage across social media and various media platforms, with responses from media outlets. This attention underscores the collective support the initiative has generated.

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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, 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 3Q2024, the Company derived 86.2% of its revenue from Egypt and 13.8% from regional export markets. Learn more at ir.edita.com.eg.

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