



Edita Signs MoU with Hadayieq to Become the Exclusive Snacking Partner at the Redeveloped Historic Giza Zoo and Orman Garden (El Genena)

The partnership reflects Edita's commitment to supporting national cultural initiatives, and to enhancing the experience of millions of families during their visits to the historic destination

Cairo, 21 February 2026

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange), a leading player in Egypt's packaged snack food market, announced today the signing of a Memorandum of Understanding (MoU) with Hadayieq, the development company of the Giza Zoo and Orman Garden (El Genena), to become the exclusive snacking partner upon reopening.

The MoU, signed at Edita's headquarters by Eng. Ahmed Samy, CEO Egypt - Edita Food Industries, and Eng. Abd El Fattah Faizy, CEO of Hadayieq, establishes a framework for a long-term partnership under which Edita will contribute to enhancing the overall visitor experience at the redeveloped destination. Building on its strong presence in the daily lives of millions of Egyptian families, the initiative reflects Edita's broader commitment to supporting major national projects that promote culture and public engagement, while contributing to youth development and enriching their experience at a key national landmark both culturally and socially.

The redevelopment led by Hadayieq includes the integration of Giza Zoo and Orman Park into a single, connected destination known as El Genena, and represents one of Egypt's most significant cultural destination initiatives. The project aims to deliver a modern, family-friendly environment that preserves the site's heritage.

Commenting on the MoU, Eng. Ahmed Samy, CEO Egypt - Edita Food Industries, said: "We are proud to partner with Hadayieq on the redeveloped historic Giza Zoo and Orman Garden, landmarks that holds deep cultural significance for generations of Egyptian families. This partnership represents a long-term investment in youth development, with meaningful cultural and social impact, offering enriching and educational experiences. Our participation reflects Edita's commitment to supporting national projects that deliver lasting value to society, and we are proud to contribute to an initiative that helps shape the next generation with a strong sense of culture. As the exclusive snacking partner, we look forward to enhancing the overall visitor experience while reinforcing Edita's role as a leading FMCG national manufacturer serving millions of families every day."



Eng. Ahmed Samy, CEO Egypt - Edita Food Industries (left), and Eng. Abd El Fattah Faizy, CEO of Hadayieq (right).

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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 3Q2025, the Company derived 90% of its revenue from Egypt and 10% 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 speak only as at its date and are subject to change without notice. The Company does not undertake any obligation to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this communication.