



## Edita Food Industries launches new biscuit offering Oniro Coated Lava

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*Oniro Coated Lava SKUs mark Edita's latest additions to its biscuit offering and introduces a new price point of EGP 5 within the segment.*

**Cairo, 18 April 2023**

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 latest biscuit product, Oniro Coated Lava. Sold under Edita's Oniro brand, Oniro Coated Lava is a chocolate and vanilla biscuit filled with chocolate hazelnut cream and coated with chocolate.

Oniro Coated Lava retails at EGP 5 per pack, a new price point within the segment. The new launch is in line with Edita's strategy to diversify its product portfolio and cater to its customer's evolving tastes and preferences.



Edita first entered the biscuit market in 2020 with the launch of its 10<sup>th</sup> brand Oniro. Through the launch of new SKUs, Edita aims to widen its product offering and capture a larger share of the biscuit market, which is valued at approximately EGP 6 billion.

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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 FY2022, the Company derived 92.9% of its revenue from Egypt and 7.1% from regional export markets. Learn more at [ir.edita.com.eg](http://ir.edita.com.eg).

## Contacts

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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



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