



Edita Food Industries Expands Oniro Brand with Launch of New Plain Tea Biscuit, Oniro TeaBix

This launch aligns with Edita's strategy to strengthen its presence in the biscuits segment.

Cairo, 23 December 2024

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, is proud to announce the launch of Oniro TeaBix, the latest addition to its Oniro brand, furthering Edita's strategy to expand its product portfolio and drive growth in its emerging segments.

The introduction of Oniro TeaBix marks the first product released under Edita's recent toll manufacturing agreement with Misr Food Additives (MIFAD) in November, which has approximately doubled the company's biscuit production capacity. Penetrating the multi-billion category by launching the plain biscuit subsegment, Edita aims to capture a bigger portion of this segment, which accounts for 49% of the country's total biscuit market.

Oniro TeaBix, priced at EGP 5 per pouch, is a plain tea biscuit packaged in a convenient 9-piece pack. It offers consumers a high-quality product at a competitive price, aligning with Edita's strategy to establish a presence across all price points.

Since entering the biscuit market in 2020, Edita has recognized the segment's strong growth potential and has steadily expanded its presence to align with local market trends. Building on the success of the Oniro Range in both the cookie and filled biscuit markets, Edita is now broadening its reach with a mass-market product that upholds its high standards for quality and food safety.





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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 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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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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