



Edita Food Industries Unveils New Branding and Logo to Support Vision and Growth Aspirations

The rebranding marks a new era for Edita with a strategy hyper-focused on satisfying evolving consumer preferences and growing regional presence. It reflects a unified vision, purpose and values while embracing product and consumer diversity.

Cairo, 9 March 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 its new branding and logo in line with the Company's accelerated growth and redefined strategy focusing on product diversity and regional expansion. The rebranding will take place over the next few months, with the new look rolling out across all of the Company's products and marketing material.

Over the years, Edita has embraced the rapid progression of the market and ensured that the brand evolved with the Company's transformation and growth trajectory. The logo subtly captures the notion of diversity, growth, teamwork and the richness of the portfolio, all core to the Company's business model and fundamentals.

The new branding supports Edita's strategic plan to drive growth and expand its reach in the snack food market. As the Company continues to grow, it is essential that its branding aligns with its vision, values and aspirations. The rebrand embodies Edita's vision of spreading joy without limits. The company's slogan '**the sweet side of life**' is reflected in its expansive portfolio, which offers consumers a unique snacking experience that satisfies their evolving tastes. Fuelled by strong demand and stellar results, Edita will continue strengthening its position in the snack food market in Egypt and beyond.

The new branding represents a modern, young, and playful identity that appeals to a wider range of consumers and allows Edita to stand out in a highly competitive market. The new identity is rooted in Edita's commitment to innovation, quality, diversity and broadening its horizons.

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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.

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