



## Edita Food Industries launches new Vegan Freska Product

*Unveiling a new vegan delight to meet diverse market trends and expand its commitment to consumer well-being*

**Cairo, 13 December 2023**

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, is thrilled to announce the launch of its first-ever vegan offering under the Freska brand.

The newest addition of Freska Fingers is a wafer product filled with Cocoa Cream, retailing at EGP 5 per pack.

In line with the company's strategy to expand product offering, Edita continues to grow its foothold across the snack food market by catering to the rising demand for plant-based alternatives and aligning with contemporary health trends. This product also reflects the company's ongoing commitment to providing new propositions for its diverse consumer base.

In early 2022, the company took a similar action by improving the choice of raw ingredients and materials used in its flagship Molto brand, rendering it as free of hydrogenated fats. As part of its sustainability strategy, enhancing consumer wellbeing is a key priority for the company and the launch of Freska Fingers vegan wafers reinforces this focus on providing healthier snack options for consumers in the Egyptian market and beyond.



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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 3Q2023, the Company derived 90.0% of its revenue from Egypt and 10.0% from regional export markets. Learn more at [ir.edita.com.eg](http://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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