



In the presence of His Excellency the Prime Minister and the Minister of Investment and International Cooperation

Kellogg Company Celebrates Five Years and EGP 7.2 Billion in Investments in Egypt

Kellogg Company looks toward next chapter and an additional EGP 3.6 Billion in investment

Cairo, Egypt: November 1, 2019 – Kellogg Company, the world’s leading cereal and snacks manufacturer, is celebrating five years of sustainable success and growth in Egypt and total investments of approximately EGP 7.2 Billion during that time. To mark the occasion, Kellogg hosted an event at their Bisco Misr factory with the honorable presence of Prime Minister Mostafa Madbouly, Minister of Investment and International Cooperation, Dr. Sahar Nasr; Counselor Mohamed Ahmed Abdel Wahab, CEO of the General Authority for Investment and Free Zones; CEO of Kellogg Company, Steven Cahillane; a special delegation from the US Embassy in Cairo and numerous other VIPs and special guests. The event included an overview of the Kellogg vision and purpose, reviewed Kelloggs’ acquisition journey in Egypt, and focused on the company’s business and investments in Egypt.

“Expansion in emerging markets is one of the key focus areas for Kellogg,” said Steven Cahillane, CEO of Kellogg Company. “Our volume in emerging markets has increased by almost 80% in 2017 comparing to the previous five years. Our key acquisitions in Egypt with Bisco Misr and Mass Food have significantly contributed to this unprecedented growth. Egypt is a growing market with a strong economy and is a proud part of our robust operations. We look forward to continuing to invest in Egypt and further deepen our strategic long-term partnerships, create more jobs locally as we aspire to nourish Egyptians and their families for many years to come.”

Kellogg Company was the first foreign investor to enter the Egyptian market in 2013. As Kellogg moves into the next five years, the global market leader is exploring the possibility of increasing local investments, launching new production lines to meet consumer needs and support local industry and the national economy, as well as creating more job opportunities for the Egyptian people.

“Kellogg has embarked on a joint venture with Tolaram Group as we launched a noodles factory with investments of EGP 810 million for the first and second phases of the project,” said Cahillane. “With total investments estimated at EGP 2.7 billion, Kellogg Noodles will create around 1,000 direct and indirect job opportunities for the Egyptian people. Those jobs are in addition to more than 4,000 direct and indirect job opportunities with Kellogg across our manufacturing facilities, sales center, and head office. Kellogg Noodles factory is poised to be one the largest noodles factories in the region that will meet local market demand and serve as an export hub for the region,” he added.

“This fifth anniversary milestone stands as a testament to the relentless efforts and commitment of the Kellogg team in Egypt to grow our business accompanied by the Egyptian government’s current program to bolster investment in the country and strengthen its overall economy which supports our ambitious plans to better position Egypt as a driver for growth in the region,” says Amr Farghal, President, Kellogg AMEA (Asia Pacific, Middle East, and Africa). “Today and with the acquisition of Bisco Misr and Mass Food,



the Egyptian market represents one third of Kellogg business in the Middle East and North Africa and Turkey Region.”

In addition to business investments, Kellogg Company has a legacy of investing in communities that dates back more than 100 years. Food security, reducing food loss and waste, and charitable donations are key aspects of Kellogg’s CSR strategy. In Egypt, the company donated more than 450 tons of biscuits to people in need. As part of the Global Better Days™ program, Kellogg has been working closely with the Egyptian Food Bank to donate food for people in need and fund the school-feeding project at the El Demerdash primary school in Cairo, providing each of the 600 children with a hot-meal every day. The project also ensures observing the children to see how the school meal has influenced their wellbeing. The company is also working with the Egyptian Cure Bank to provide food for elderly hostels. As part of its sustainability efforts in Egypt, Kellogg worked with 500 local farmers to include their products in our supply chain which helped them increase the yields of their harvest by 30%. Last year, Kellogg signed a significant agreement with the Food Banking Regional Network to support food security, education and advocacy programs across the region. In 2019, Kellogg donated EGP 2.2 million to support the continuation of the School Feeding Program in El Demerdash school, sponsor FBRN’s efforts to bring in policies and laws forbidding food waste and food loss in many countries that include Egypt, GCC and North Africa, and support the company’s newest project “Back to School” to encourage children that have dropped out of school in Cairo to re-attend by supporting their school fees, kits and snacks. Kellogg team members are also very active when it comes to participating in charitable events such as World Food Day and Orphans Day.

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Kellogg MENAT Company Boilerplate

Kellogg Company’s global manufacturing footprint, spans over four regions: North America, Latin America, Europe and AMEA, where we market nearly 1,800 products in more than 180 countries. Kellogg MENAT spans across Middle East, North Africa, Turkey and Pakistan. We strive to enrich and delight our consumers through foods and brands that matter. Our iconic brands in the region include Coco Pops®, Pringles®, Special K®, Kellogg’s Corn Flakes®, Temmy’s® cereals, Bisco Misr®, Cocoa Lovers, Datto and more. With our partners, our food is marketed in 60 countries, supported by 3,500+ employees and 7 manufacturing facilities. In 2015, Kellogg’s company acquired Bisco Misr and Mass Food in Egypt as a strategic fit to its ambitious plans to expand its presence in the region and turn Egypt into a supply hub for the EMEA region. From our kitchens to our consumers’ homes across the region, we take pride in making simple, great-tasting foods that are sourced, produced and marketed responsibly. We are also a company with Heart & Soul, committed to creating *Better Days* for 3 billion people by the end of 2030 through our [Kellogg’s® Better Days](#) global purpose platform.

Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

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