



Edita Food Industries launches new Todo Max under leading Todo cake brand

Todo Max, a layered cake available in four flavors, is Edita's latest product under the Todo brand, further diversifying its market-leading cakes line of business

Cairo, 22 December 2019

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, announced today the launch of its latest cake product, Todo Max, under its flagship Todo brand line of cakes.

Todo Max, a layered cake, is set to retail for EGP 2 per pack and will be available in four different flavors including cocoa-filled and coated chocolate cake, cocoa-filled and coated vanilla cake, vanilla cake with strawberry jelly and cream filling, and white chocolate coated vanilla cake with strawberry jelly and cream filling.



The launch of Todo Max forms part of Edita's strategy to capitalize on its position as the leading producer in the Egyptian cakes market, with a market share of more than 46% as of August 2019. As the most mature of its segments, Edita's cakes line of business is the company's biggest contributor to its total revenue, amounting to almost 45% of total revenues at 9M19.

Edita's portfolio of cake products is among the most recognizable in the market and includes traditional rolled, filled and layered cakes as well as the market's first long shelf-life brownies, and muffins, under four distinct brands: HoHo's, Twinkies, Tiger Tail, and Todo.

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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 snack products including packaged cakes, croissants, rusks (baked wheat), and wafers 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* and *MiMix*. The Company also has the exclusive ownership of the international HTT 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 HTT brands across its territories. The Company holds strong number-one market positions in its core cake and croissant segments, a number-two market position in rusks, and growing market positions in the wafers and candy segments. In 3Q1029, the Company derived c. 91.9% of its revenue from Egypt and c. 8.1% 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.

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 its date and are subject to change without notice. The Company does not undertake any obligation to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this communication.