



Edita Food Industries launches Molto Sandwich; expanding its product offering under flagship Molto brand

Molto Sandwich, available in both sweet and savory flavors, marks the latest in Edita's efforts to introduce new products to cater to its consumers' varying tastes and preferences

Cairo, 22 January 2020

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 product, Molto Sandwich, under its market leading Molto brand.

Molto Sandwich is set to retail for EGP 4 per pack and will be available in a combination of sweet and savory flavors including white istanbolli cheese, feta cheese, cheese with olives, and chocolate and hazelnut.



The launch of Molto Sandwich forms part of Edita's strategy to capitalize on its research and development capabilities in order to introduce new products to the growing snack food market. This will enable Edita to capture new growth opportunities by tapping into new subsegments within the bakery market.

Edita is a pioneer in the snack foods industry, having been the first company to introduce packaged croissants to the market in 1997. With a market share of 62.5% as of August 2019, the Molto brand, has grown to become a household name, with an ever-growing product range as the company seeks to meet consumers' varying needs.

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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 Q32019, the Company derived c. 92% of its revenue from Egypt and c. 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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