



‘Edita Foundation for Social Development’ Donates EGP 2 million Worth of Products to Tahya Misr Humanitarian Aid Convoy for Communities Affected by Covid-19

EGP 2 million worth of Edita products will be distributed as part of the largest humanitarian aid convoy in Egypt launched by Tahya Misr Fund in cooperation with NGOs, and leading members of Egypt’s private sector to support families across Egypt affected by the Coronavirus outbreak

Cairo, 18 May 2020

Edita Foundation for Social Development announced today that it has donated EGP 2 million worth of products to Tahya Misr’s humanitarian aid convoy which aims to distribute 300,000 food boxes to families in need in 300 villages spanning 16 governorates across Egypt. The initiative, which has widespread support from government entities, local NGO’s and leading members of the private sector, is said to be the largest humanitarian aid convoy in Egypt targeting those affected most by the Coronavirus outbreak.

The donation is in line with the Foundation’s strategy to promote and contribute to social development and sustainability in Egypt. Established in March 2020 with an initial endowment of EGP 5 million, the Edita Foundation for Social Development will consolidate all of Edita’s longstanding social development initiatives in Egypt under one umbrella.

Edita continues to closely monitor the unfolding events concerning Covid-19 and the impact that the pandemic is having on the economy and on local communities. The company has pledged early on that it will not only do its part to ensure the health and safety of its employees and customers but that it will also do its part to support the broader community with targeted initiatives that will reach those most in need. As an organization, Edita has taken proactive steps such as the initiation of new health, safety and social distancing measures to ensure the well-being of its c. 6,000 employees.



The contribution to the Tahya Misr Convoy is the Foundation’s second COVID 19 initiative. In April 2020, the Foundation announced that it had donated EGP 2 million to Misr El Kheir foundation in support of the Breathe Campaign to purchase critically needed mechanical ventilators and personal protective equipment for the nation’s hospital system.



By working with entities such as Tahya Misr and Misr El Kheer, The Edita Foundation for Social Development is establishing a fruitful network of partnerships that will help make a greater social impact as Egypt continues to navigate the crisis and mitigate the risks posed by the pandemic. Edita has a long history of corporate social responsibility initiatives with a particular focus on education and healthcare as the key pillars for social development.

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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 1Q2020, the Company derived c.93.7% of its revenue from Egypt and c.6.3% from regional export markets. Learn more at ir.edita.com.eg.

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