



Edita Food Industries launches two upsized HOHOs SKUs

The launch complements the strategy of optimising product mix and migrating consumers to higher price points while giving them higher value for money and catering to their evolving tastes

Cairo, 30 June 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 two new upsized HOHOs SKUs, both retailing at EGP 2 per pack.

Offered in uncoated chocolate and strawberry flavours, the launch falls under the company's strategy to satisfy consumer needs while offering higher value-for-money propositions. This latest launch follows a series of new SKU rollouts at Edita's cake segment which started with the launch of TODO Max late 2019, and was later followed by the launch of the new HOHOs Coffee, Twinkies Zigzag, upsized HOHOs Cream and upsized Twinkies Cream during the first six months of 2020.



Edita's cake segment, which in the first quarter of 2020 continued to make up the lion share of the company's topline at 46%, spans four distinct brands: Twinkies, HOHOs, Tiger Tail, and TODO, all of which have grown to become household names.

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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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