



Edita Food Industries Partners with SAP to Launch New Sales and Distribution Digital Solution

The new software fully automates Edita's sales and distribution process in line with the Company's digital transformation roadmap that will see it streamline processes to drive operational efficiencies across all aspects of its operations

Cairo, 25 November 2020

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange & EFID.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, announced that it has partnered with leading enterprise software provider SAP to roll out a new, innovative digital tool to transform the Company's sales and distribution function into a more enhanced digital platform.

The new system is set to be rolled out across more than 700 devices over 25 distribution centres and was tailored specifically to improve all aspects of the Company's distribution process from selecting the optimal route for drivers to transitioning to an online invoicing procedure. Automating the sales process will lead to significant time savings by reducing the time spent on each sales cycle, in turn maximizing the Company's revenue generating capacity. Through the new software, the Company will also be able to track the entire sales process, collecting valuable information to further streamline its sales and distribution function. The system runs the complete end-to-end sales force and distribution activities, including presales and van sales, and directly aligns with the Company's drive to shift to streamlined, sustainable, paperless solutions.

The launch of this new software sees Edita take an important step forward in delivering on the Company's digital transformation roadmap, a key pillar for driving long-term sustainable growth, and positions Edita ideally to capture a larger share of the fast-growing Egyptian snack food industry. Partnering with an industry leader such as SAP will allow Edita to drive value not just for its customers but the industry as a whole as it continues to lead the way when it comes to digital adoption. Going forward, Edita will continue to push for further digitalisation across all aspects of its business as it looks to streamline its operations and drive additional efficiency improvements.

The launch of the new software complements Edita's efforts to enhance its distribution capabilities, which in the past year has seen the Company invest significant resources to widen its reach across the entire country. Since the start of the year, Edita has enhanced its distribution capabilities by more than 30% versus last year, having added more than 200 distribution vans to its fleet while inaugurating three new distribution centers.



By going live with the new system, Edita is adopting and implementing best practices that will enable it to continue to drive superior value across Egypt's snack food sector.

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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 baked snack products including packaged cakes, bakery, rusks (baked wheat), wafers and biscuits 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, Oniro 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 bakery segments as well as in candy, a number-two market position in rusks and a growing market position in the wafers segment. In 9M2020, the Company derived 93.5% of its revenue from Egypt and 6.5% 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



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