



## Edita Food Industries launches new Molto Mini Magnum

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*The new launch falls under Edita's wider portfolio optimisation strategy as it works to shift consumers towards higher price-points while catering to their evolving tastes and preferences*

**Cairo, 26 January 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 today the launch of its new Molto Mini Magnum SKU, retailing at EGP 5 per pack. The new product is currently offered in chocolate and hazelnut cream flavour.

The new SKU launch is part of Edita's efforts to migrate consumers towards higher price-points while offering higher value-for-money propositions which cater to their evolving tastes and strengthen the Company's leadership position in its core bakery market. This latest launch follows the successful rollout of Edita's Molto Magnum and Molto Sandwich product lines in 2020, both of which have quickly become consumer favourites.



Edita's bakery segment was the standout performer in 2020, contributing to the lion share of the company's topline in 3Q2020 at 42.7%. Edita is a pioneer in the segment having introduced the first packaged croissant brand in Egypt. It has since grown to command a leadership position in the market with over 30 innovative SKUs produced under its flagship Molto brand.

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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](http://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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