



## Edita Food Industries launches new HOHOs Extreme

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*The new launch falls under the company's strategy to enhance its offerings in the cake market and offer consumers greater value-for-money*

**Cairo, 8 February 2021**

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 **HOHOs Extreme** priced at EGP 3 per pack. HOHOs Extreme is an upsized variation of Edita's traditional HOHOs Cream, offering consumers greater value-for-money thanks to the new product's increased size and extra filling.

The launch of the upsized SKU is in line with Edita's strategy to migrate consumers to higher price points while catering to their evolving tastes and preferences. Through the strategic rollout of products like the new HOHOs Extreme, Edita continues to solidify and expand its leading position in its core cakes market, while capturing the significant growth opportunities offered by the filled cake sub segment.



Edita's cakes segment, which continues to be the largest contributor to revenues alongside the bakery segment, spans four distinct brands: Twinkies, HOHOs, Tiger Tail, and TODO, all of which have grown to become household names with strong brand equity. Throughout 2020, new product launches at the company's cake segment including new upsized HOHOs Cream and uncoated HOHOs, HOHOs Coffee, Twinkies Zigzag, upsized Twinkies Cream, and TODO Max, helped the company further expand its market share within the cakes segment.

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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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