



## Edita Food Industries Launches Commercial Operations at its Overseas Production Facility in Morocco

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*The new facility marks major milestone in Edita's regional expansion strategy, deepening the company's footprint in the dynamic Moroccan market with an on-the-ground presence*

**Cairo, 5 December 2021**

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 announces that operations have commenced at its manufacturing facility in the Kingdom of Morocco. Located in proximity to the city of Casablanca, the state-of-the-art facility is Edita's first greenfield investment outside of the company's home market of Egypt. The inauguration of Edita's first offshore facility marks a major milestone in the company's regional expansion strategy and solidifies its position with operations and a physical presence across multiple countries.

Edita's Casablanca facility is owned and operated by Edita Food Industries Morocco, a joint venture between Edita and Dislog Group, a leading Moroccan FMCG distributor. Dislog operates one of Morocco's largest FMCG distribution networks with wide coverage of all market channels, key strengths that Edita leveraged when it first entered the Moroccan market in 2019 with its wafer's exports. Edita is the majority owner of Edita Morocco, with a 76% stake. Dislog holds a stake of 20% in Edita Morocco.

**Commenting on the launch, Edita Chairman Eng. Hani Berzi said:** "With the launch of our first greenfield offshore facility, E are transforming Edita into a multi-country player capable of capturing cross-border growth opportunities. In Morocco, we enjoy access to a sizable, young, fast-growing population and strong domestic demand. Our vision is to capture a strong share of this growing market, replicating our success in Egypt by bringing our experience, industry track record, technical knowhow, and flagship brands to the Kingdom. Moreover, Morocco's favourable macroeconomic policies in recent years, including trade liberalization and structural reforms, have enlarged the country's network of international trading partners."

To date, Edita's total investment cost stands at around EGP 200 million, covering the facility and the first production line. The facility can accommodate three distinct production lines, with the first installed and operational line dedicated to cakes with a total capacity of 2.7 thousand tons per annum. The Company introduced its flagship cake brand "HoHos" to the Moroccan market, replicating HoHo's success story in Egypt. Edita will initially focus on penetrating the market with this rolled cake offering, a differentiated product for Morocco. During the first two week of sales, Edita was able to reach around 7000 stores across the Moroccan market. The Company will leverage its diverse product portfolio as a definite point of entry to the country's total FMCG market, valued at USD 4.4 billion by end of 2020. Morocco's cake market size is valued at approximately USD 100 million.

The launch of production at Edita's Casablanca facility significantly strengthens the company's exposure to Morocco's dynamic economy and its population of 37 million consumers, introducing an important new revenue stream while laying the groundwork for future expansion across the MENA region.

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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 2Q2021, the Company derived 95.0% of its revenue from Egypt and 5.0% 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.

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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