



Edita Food Industries launches new Freska Choco Sticks under Freska brand

Freska Choco Sticks marks the Company's latest addition to its market-leading coated wafer offering and one of Edita's fastest-growing line of business

Cairo, 16 January 2022

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 its latest wafer product, Freska Choco Sticks. Sold under Edita's Freska brand, Freska Choco Sticks is a rolled wafer with chocolate coating and chocolate hazelnut filling.



Freska Choco Sticks retail for EGP 3 per pack and are available in pouches containing two sticks each. The new launch comes as Edita works to expand its footprint in the fast-growing wafers segment while delivering on the company's revenue diversification strategy and capturing greater market share. In 2021, Edita doubled its market share in the wafer segment to approximately 15%, becoming a market leader in the coated wafers subsegment. The launch of Freska Choco Sticks capitalizes on Edita's successful launches of its Freska Sticks and Freska Block lines of coated wafers in 2020 and 2021, respectively.

Revenue from Edita's wafers segment represented 10.2% of the Company's consolidated top line in 3Q2021, up from 7.6% one year previously, making wafers the Company's third largest segment by revenue. The segment grew at a rate of 77.0% year-on-year in 3Q2021 and at 87.8% year-on-year during 9M2021, making it Edita's fastest-growing line of business.

—Ends—

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 3Q2021, the Company derived 96.5% of its revenue from Egypt and 3.5% from regional export markets. Learn more at ir.edita.com.eg.

Contacts

Ms. Menna Shams El Din
Investor Relations & Business Development Senior Director
T: +202 3851-6464 | M: +2010 0 154 2428 | menna.shamseldin@edita.com.eg

Forward-Looking Statements

This communication contains certain forward-looking statements. A forward-looking statement is any statement that does not relate to historical facts and events, and can be identified by the use of such words and phrases as “according to estimates”, “aims”, “anticipates”, “assumes”, “believes”, “could”, “estimates”, “expects”, “forecasts”, “intends”, “is of the opinion”, “may”, “plans”, “potential”, “predicts”, “projects”, “should”, “to the knowledge of”, “will”, “would” or, in each case their negatives or other similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements containing information on future financial results, plans, or expectations regarding business and management, future growth or profitability and general economic and regulatory conditions and other matters affecting the Company.

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 contained in this communication speak only as at its date and are subject to change without notice. The Company does not undertake any obligation to review, update, confirm or to release publicly any revisions to any forward-looking statements to reflect events that occur or circumstances that arise in relation to the content of this communication.