



Edita Food Industries introduces Molto Fino, expanding portfolio in the savoury subsegment of Egypt's bakery market

Besides the rebranding and a full-fledged marketing campaign, Edita has introduced three innovative new flavors to the Molto Fino family to satisfy customers' evolving demands.

Cairo, 22 February 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 rebranding of its Molto Sandwich line of baked snacks. Reintroduced as Molto Fino, the filled sandwich product is now offered in 8 flavors, of which three have been newly introduced: Mexican cheese, Roumi cheese, and pastrami. Existing Molto Fino flavours include olive, Istanbulli cheese, hot pepper, feta cheese, and chocolate.

With the introduction of Molto Fino, Edita aims to capture new growth opportunities arising from changing market preferences, tapping into the savoury subsegments in the market for baked goods, in which Edita currently enjoys a leading market position with a market share of approximately 60%. Through its Molto Fino offering, Edita has established a solid platform from which to expand its portfolio and grow its market share in the bakery market's rapidly growing savoury subsegment, deepening its exposure to a dynamic component of Egypt's snack foods space and cementing the Company's dominance in the broader market.

The launch is being accompanied by a full-fledged marketing campaign, including high-profile [television advertisements](#) and online activation trucks deployed to Cairo and rural areas, at which consumers can play and win. Such efforts increase awareness of the new brand in a manner that conforms to consumer tastes and communicates a modern and approachable theme.

Molto Fino retails for EGP 5 per pack and is available in pouches containing one sandwich each, marking further progress on Edita's wider portfolio optimisation strategy, which has seen the Company migrate consumers towards higher price-points while diversifying its product portfolio through the continuous introduction of innovative new offerings.

The Molto Fino family also comes as part of the Company's strategy of capitalizing on its research and development capabilities to introduce high-value products to Egypt's growing snack foods market. Molto Fino sandwiches are free of hydrogenated fats, in line with Edita's prioritization of consumer wellbeing and efforts under the Company's sustainability compliance framework.





Edita became the first company to introduce packaged croissants into the Egyptian market in 1997. Revenue from Edita's bakery segment represented 37.6% of the Company's consolidated top line in 3Q2021, making baked goods the Company's second-largest segment by revenue. The segment grew at a rate of 16.0% year-on-year in 3Q2021 and at 34.9% year-on-year during 9M2021. In June 2021, Edita announced the purchase of a new bakery production line, which is set to begin operations in 2Q2022 and is expected to increase the Company's bakery capacity by 20%, facilitating Edita's efforts to create value by servicing new sub-segments of the baked goods market.

—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.