



## Edita Food Industries is named as one of Egypt's "Top 100 Companies" in 2017 by Amwal Al Ghad Magazine

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*A reflection on the Company's successful implementation of a prudent business approach in 2017 and its ongoing commitment to producing high quality products, Edita is among the top 100 companies honored at this year's awards ceremony held by Amwal Al Ghad Magazine*

Cairo, 29 January 2017

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange and EFIFq.L on the London Stock Exchange), a leader in the Egyptian packaged snack food market, was recognized as one of the "Top 100 Companies" listed on the Egyptian Stock Exchange in 2017 by Amwal Al Ghad Magazine, a leading business and economics magazine in Egypt and the Middle East.

Edita finished 2017 strong after implementing a responsive strategy and defensive business model in order to absorb inflationary shocks and other challenges arising as a result of the Egyptian government's structural reform program.

The award was presented at Amwal Al Ghad's third annual Awards Ceremony on held 29 January 2017 with top figures in business and politics in attendance, including Minister of Investment Sahar Nasr.

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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, croissants, rusks (baked wheat), and wafers 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* 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 croissant segments, a number-two market position in rusks, and growing market positions in the wafers and candy segments. In 3Q2017, the Company derived c. 92% of its revenue from Egypt and c. 8% from regional export markets. Learn more at [ir.edita.com.eg](http://ir.edita.com.eg).

### Contacts

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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.

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