



Edita Food Industries Sponsors Total Africa Cup of Nations Egypt 2019 Tournament

Edita's sponsorship of both the Total Africa Cup of Nations Egypt 2019 and the Egyptian National football team itself is part and parcel of its strategy to support an integrated future for the entirety of the content and solidify its brand equity in the Egyptian market

Cairo, 17 June 2019

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, announced that it would sponsor the Total Africa Cup of Nations Egypt 2019 Tournament. Edita's Freska product line, a hallmark in the wafer segment, will serve as the official sponsor of the Egyptian football team while Molto, a market leader in the local croissant market, is set to be a national supporter of the tournament as a whole.



Commenting on the new launch, Edita Chairman and Managing Director Hani Berzi said: “As a regional African player, Edita is proud to participate in this monumental event, a hallmark of unity between the nations of our continent. Our participation presents an opportunity for us to pursue our commitment to supporting youth and helping the sports field flourish within Africa. This falls directly in line with our core values of collaboration and investing in our people as well as our overarching strategy to support the progress of both Egypt and Africa as we look towards African nations as future partners.”



Alongside sponsorship, Edita plans to launch a promotion campaign where consumers will be afforded the chance to win a range of prizes by sending a text message with a code found inside the packaging of six products under the Freska and Molto product lines featured in the promotion. In addition, a number of television ads will be aired to support the promotion.



“Football is one of the most important passions for consumers not only in Egypt but across Africa. We couldn’t be more thrilled with this opportunity to connect with our customers as well as support future generations in achieving the potential of African nations,” said Berzi.



The Total Africa Cup of Nations Egypt 2019 is a biennial championship organized by the CAF. The 2019 tournament will take place in June and July 2019 and will be hosted by Egypt across four different cities. Edita aims to leverage its sponsorship of the tournament to continue to drive value for its stakeholders, be they local communities, its customers, and its partners as the firm works to support one of the most important sporting events in the 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 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 1Q2019, the Company derived c. 91.3% of its revenue from Egypt and c. 8.7% from regional export markets. Learn more at ir.edita.com.eg.

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