

Breadfast Expands Its Everyday Convenience Platform with Breadfast Food

Muhammad Habib: We Will Continue Expanding Our Integrated Platform to Serve More of Egyptians' Everyday Needs

Breadfast Food expands the company's growing ecosystem by bringing restaurant delivery into the Breadfast experience, advancing its vision to build Egypt's leading everyday convenience platform.

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Breadfast announces the official launch of Breadfast Food, following a successful beta period that saw strong customer adoption. The service expands Breadfast's everyday convenience platform with restaurant delivery as part of its long-term vision to bring more of customers' daily needs together through one trusted app. Breadfast Food enables customers to discover and order from a curated selection of restaurants directly through the Breadfast app, providing a seamless way to access another everyday need without leaving the platform. The official launch marks the latest milestone in Breadfast's evolution toward delivering a broader range of services through one integrated ecosystem.

What began as a platform transforming the grocery shopping experience has grown into a broader ecosystem designed around how people live every day. Today, Breadfast brings together groceries, bakery, coffee, pharmacy, and restaurant delivery within one integrated experience, reflecting the company's ambition to simplify access to everyday essentials through one trusted platform.

Breadfast Food represents the next phase of the company's growth, building on the advanced technology platform, established logistics network, and supply chain expertise that Breadfast has developed over the years. As consumer expectations continue to evolve, connected digital experiences have become increasingly important, allowing people to access multiple everyday services through one platform rather than relying on separate apps.

The service gives customers access to a curated selection of their favourite restaurants, alongside exclusive offers and discounts updated daily, delivering greater value with every order. Breadfast Food is supported by a delivery experience designed to be fast, reliable, and consistent with the high standards customers already associate with the Breadfast brand.

Built on Breadfast's technology platform, established logistics network, and operational expertise, Breadfast Food delivers a seamless experience across the company's growing ecosystem of services. The platform also creates new opportunities for restaurant partners by connecting them with a growing customer base and providing an ecosystem designed to support their business growth and strengthen their market presence.

Beyond expanding choice for customers, Breadfast Food also supports local restaurants and food brands by providing greater access to customers and creating new opportunities to grow their businesses and strengthen their presence in the market. As the service continues to expand, it is also expected to create

hundreds of new job opportunities for delivery riders, reflecting Breadfast's ongoing commitment to supporting the local economy and creating sustainable employment opportunities.

Muhammad Habib, Co-Founder and Chief Operating Officer of Breadfast, said:

"Our customers don't think about groceries, meals, coffee, or personal care as separate services. They simply want the easiest and most reliable way to get everything they need in their daily lives. That's the thinking behind Breadfast Food. It brings together customers' favourite restaurants, exclusive daily offers and discounts, and a fast, reliable delivery experience within the Breadfast platform. As we continue to grow, we'll keep expanding our services by bringing more everyday services to the platform while expanding our presence across Egypt. In doing so, we'll create more opportunities for our partners, generate more jobs, and move closer to our vision of building Egypt's leading everyday convenience platform."

The official launch comes as Egypt's digital commerce landscape continues to evolve, with consumers increasingly expecting faster, more connected, and more seamless digital experiences. Breadfast believes the future of everyday convenience lies in bringing together the services people use most through one trusted platform, creating greater value for customers while opening new opportunities for restaurant partners to grow.

Looking ahead, Breadfast will continue expanding its restaurant partner network, strengthening its presence across Egypt, and investing in technology, operational excellence, and customer experience. The company plans to continue expanding the availability of Breadfast Food to more governorates as it grows its nationwide presence, allowing more customers to benefit from Breadfast's integrated everyday convenience platform.

As the company continues to grow, it remains focused on delivering greater value for customers while supporting the long-term growth of its partners and contributing to the continued development of Egypt's local business ecosystem.

About Breadfast

Breadfast is an Egyptian technology company building Egypt's leading everyday convenience platform. Through a growing ecosystem of products and services, Breadfast brings together groceries, bakery, coffee, pharmacy, restaurant delivery, and other daily essentials in one trusted app. AI sits at the core of how the platform runs, predicting what customers will order, deciding what to stock and produce, and routing every delivery. Combined with an advanced logistics network and a customer-first approach, this lets Breadfast deliver seamless, reliable experiences designed around its customers' everyday needs.