



## **Edita Expands Ownership of HoHos, Twinkies & Tiger Tail Brands Across Africa**

*The transaction extends Edita's exclusive ownership of the HoHos, Twinkies, and Tiger Tail brands beyond MENA, creating a pan-African platform for scalable, long-term growth.*

**Cairo, 14 January 2026**

Edita Food Industries S.A.E. (EFID.CA on the Egyptian Exchange), a leading player in Egypt's packaged snack food market, announces that it has finalized an agreement with Hostess Brands LLC (a wholly owned subsidiary of The J. M. Smucker Company) to expand its ownership of the HoHos, Twinkies, and Tiger Tail brands ("HTT") beyond the Middle East and North Africa to cover more than 45 additional countries representing the remaining African markets.

Under the terms of the transaction, Edita, which already holds the trademark and know-how of HTT brands across the MENA region along with a know-how to manufacture 11 additional Hostess brands, has now acquired the corresponding rights for all remaining African countries.

This expansion builds on Edita's long-standing partnership with Hostess and represents a natural progression of Edita's regional growth strategy, transforming the HTT brands into truly pan-African assets under Edita's stewardship.

**Commenting on the transaction Edita's Group CEO Eng. Hani Berzi said:** "This acquisition marks an important milestone in the evolution of our regional platform and expansion into new attractive markets. By extending our ownership of the HoHos, Twinkies & Tiger Tail brands ("HTT") across the rest of Africa, we are building on decades of successful brand development in Egypt and MENA and creating a scalable foundation for future growth. These iconic brands have demonstrated their ability to resonate with consumers across cultures, and we believe Africa represents a compelling next frontier for their expansion."

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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, 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 Hostess 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 Hostess brands across its territories. The Company holds strong number-one market positions in its core cake and bakery segments as well as in rusks, a leading market position in candy and a growing market position in the wafers segment. In 3Q2025, the Company derived 90% of its revenue from Egypt and 10% from regional export markets. Learn more at [ir.edita.com.eg](http://ir.edita.com.eg).

## Contacts

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## 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.