



## Edita Food Industries Signs Shareholder's Agreement with Dislog Group forming new JV: Edita Food Industries Morocco

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*The agreement follows an earlier signed Memorandum of Understanding to export and distribute Edita's products and will see the joint venture establish a manufacturing facility in the Kingdom*

Cairo, 14 March 2018

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 today that it has signed a shareholder's agreement with Morocco's Dislog Group forming a joint venture in the Kingdom, Edita Food Industries Morocco. The terms of the agreement stipulate that Edita will be majority owner of the venture with 51% stake.

Commercial operations will begin in 2018 with exports of Edita's products to Morocco, while the second stage will entail the establishment of a state-of-the-art manufacturing facility in 2019 with an initial investment estimated at around USD 10 million.

Dislog Group has substantial distribution muscle with over 65,000 distribution points across the kingdom and a fleet of more than 780 vehicles and 26 regional warehouses serving the demands of 35 million consumers nationwide. The group covers the full sales and distribution value chain from factory to consumer and is the trusted partner of global brands.

Egypt-based Edita is the leading provider of packaged snack food in North Africa's largest consumer market and a growing exporter. It manufactures, markets and distributes a range of branded snack products while controlling a market-leading portfolio of proprietary brands.

The joint venture will leverage Edita's manufacturing and technical industry experience and competitive products combined with Dislog's extensive distribution network and logistical strength.

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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 FY2017, 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

Ms. Menna Shams El Din  
Investor Relations & Business Development Director  
T: +202 3851-6464 | M: +2010 0 154 2428 | [menna.shamseldin@edita.com.eg](mailto: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.