



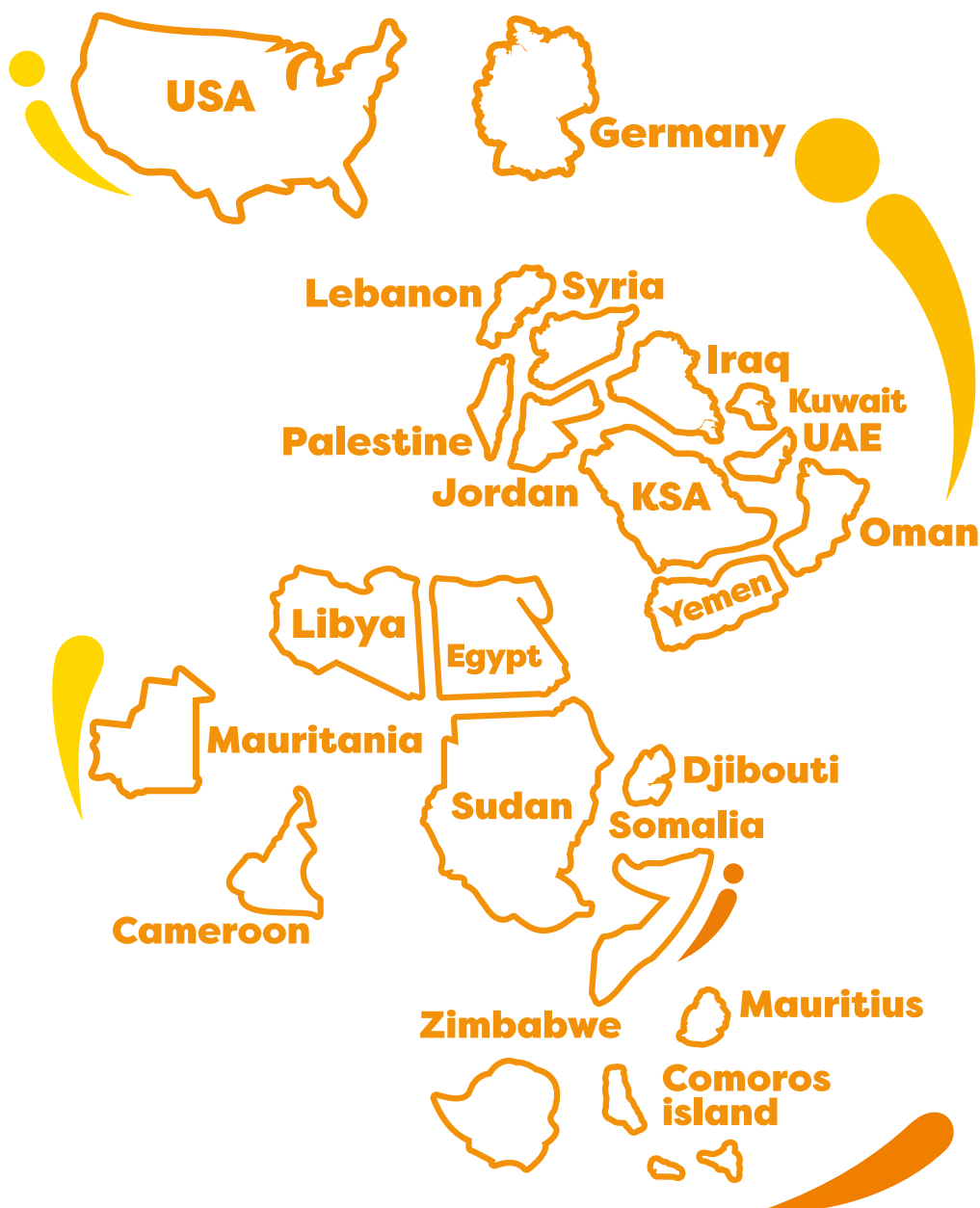
## Company Profile



the   
**sweet**  
side of  
life. 



# OUR REGIONAL FOOTPRINT



# WHO WE ARE

## Our History

We are a leading Egyptian packaged snack food manufacturer founded in 1996 in Cairo, Egypt. The Company historically focused on branded baked snack products including cakes, croissants and rusks (baked wheat) and recently expanded into the wafers, candy and biscuits. We are the market leader in both the cake and croissant segments in Egypt with growing market positions in the wafer and candy. We are well-known for the consistency of our premium quality products and our continuous innovation. Our brands are well recognized and include: Molto, TODO, Bake Rolz, Bake Stix, Mimix, Freska, Oniro as well as Hohos, Twinkies and Tiger Tail. In addition to our own products, Edita is also a sole regional distributor of several brands of imported sweeteners, olive oil and pasta.

Brands under the Edita umbrella have become well-recognised household brands in Egypt as well as in many of the 20 other countries that we export to across the Middle East and Africa.

Our vision and mission statements reflect the importance of both regional and international markets within our Company and in strategy going forward.

## Our Vision

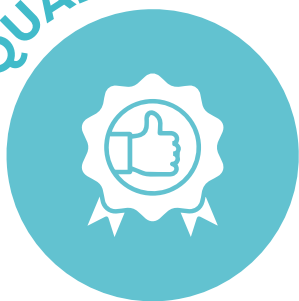
**“Setting the benchmark of snacking with our high quality, innovative products”**

## Our Mission

**“Together, Spreading joy through trusted brands”**

# WHAT WE OFFER OUR CLIENTS

## QUALITY



We apply:

- ISO 9001
- HACCP
- ISO 22000
- FSSC 22000
- HALAL
- ISO 14001
- OHSAS 18001
- Lean Manufacturing & 6 sigma concepts

- International marketing support based on each country's market trends and dynamics
- Strong regional market intelligence
- Localization of branded campaigns for consistent brand image and market synchronization

## INTL. MARKETING SUPPORT



## SERVICE



- Agreements with the best shipping lines, offering the best freight prices & best transit time
- Prompt accurate shipping documentation
- Close coordination with the shipping agencies to secure timely delivery of shipments
- Flexible labeling solutions in conformity to each country's regulations



**SWEET  
RANGE**

The **1st** ever packed  croissants  
in 2 sizes  
1 Piece & Minis

in Egypt & the region



was launched  
in the late  
**1990's**

& later  
introduced the  
**Sandwich  
format**



to be the pioneer  
in the world of  
**indulging  
snacks**



It is available in  
two segments  
(sweet & savory).



## Mini Molto, XL and XXL

Molto is known for its signature hazelnut chocolate creamy filling that can be enjoyed in 3 sizes; **One Piece offerings:** XL, the smallest single serve SKU and XXL for bigger size experience. **Minis Offering:** Mini Molto chocolate, which has bite sized pieces for a more fun experience.

	Mini Molto Chocolate		Molto XXL Chocolate		Molto XL Chocolate	
	Description		Description		Description	
						
	5 Mini Croissants filled with Chocolate Hazelnut paste		Croissant filled with Chocolate Hazelnut paste		Croissant filled with Chocolate Hazelnut paste	
	24 Pieces/ Carton		24 Pieces/ Carton		30 Pieces/ Carton	60 Pieces/ Carton
	12 Months		12 Months		12 Months	
	5pcs: 36.3 x 23.3 x 21.6		24pcs: 33.3 x 29.3 x 16.1		30pcs: 33.6 x 28.6 x 13.2 60pcs: 40.3 x 30.3 x 22.6	
	10		55		30	
	Gross 1.32		Gross 1.62		Gross 1.3	Gross 2.196
	40' ft 3960		40' ft 4,600		40' ft 4,860	40' ft 3,225



# Molto Mix

Molto Mix is an innovative product that has two fillings adjacent to each other and comes in 2 flavors; chocolate & cream and strawberry & cream









Molto MIX  
Chocolate & Cream

Croissant Filled with  
Chocolate & Cream



Molto MIX  
Strawberry & Cream





Croissant Filled with  
Strawberry & Cream

Description	
 Packaging Per Carton	24 Pieces/ Carton
 Shelf Life	9 Months
 Carton Dimensions	24pcs: 30.3 x 29.3 x 13.6
 Avg. weight per piece	40
 Avg. carton Weight (KG)	Gross 1.3
 Container Load	40' ft 5,000



# Molto Magnum & Mini Magnum

Molto Magnum, our indulging offering that oozes with filling. It is available in 2 flavors: Chocolate Hazelnut & Strawberry Cheesecake Flavored Jam. Also available in the fun experience minis format with 5 bigger minis pieces offerings available in the same 2 flavors.

				
	Magnum Chocolate	Magnum Strawberry	Mini Magnum Chocolate	Mini Magnum Strawberry
Description	Croissant filled with Chocolate Hazelnut paste		5 Mini Croissant filled with strawberry cheesecake	
Packaging Per Carton	12 Pieces/ Carton		12 Pieces/ Carton	
Shelf Life	9 Months		6 Months	
Carton Dimensions	30.6 x 23.1 x 14.2		36.3 x 23.8 x 16.6	
Avg. weight per piece	80		70	
Avg. carton Weight (KG)	Gross 1.182		Gross 2.196	
Container Load	40' ft 7,020		40' ft 5,050	





## Molto MagnumMix & Mini Magnum Mix

Adding an extra fun edge to the Magnum range, Molto launched the two fillings adjacent to each other range for a new and unique experience. Comes in 3 mixes: Chocolate Hazelnut & Cream, Strawberry Cheesecake & Cream and Salted Caramel & Cream. Available in the two formats, one piece and minis.



Magnum Mix  
Salted Caramel  
& Cream



Magnum Mix  
Strawberry  
Cheesecake  
& Cream



Magnum Mix  
Chocolate  
& Cream



Mini Magnum  
Mix Chocolate  
& Cream



Mini Magnum Mix  
Salted Caramel  
& Cream



Mini Magnum Mix  
Strawberry Cheesecake  
& Cream

### Description

Croissant filled  
with Salted  
Caramel &  
Cream

Croissant filled  
with Strawberry  
cheesecake &  
Cream

Croissant filled with  
chocolate  
hazelnut paste  
& Cream

Mini Croissants  
filled with  
chocolate  
hazelnut paste  
& Cream

Mini Croissants  
filled with Salted  
Caramel &  
Cream

Mini Croissants filled  
with strawberry  
cheesecake  
& Cream



Packaging  
Per Carton

12 Pieces/  
Carton

12 Pieces/  
Carton



Shelf  
Life

4 Months

4 Months

4 Months

4 Months



Carton  
Dimensions

30.6 x 23.1 x 14.2

36.3 x 23.8 x 16.6



Avg. weight  
per piece

80

70



Avg. carton  
Weight (KG)

Gross

1.182

Gross

2.196



Container  
Load

40' ft

7,020

40' ft


5,050



## Molto King

Molto King, the biggest one piece offering across Molto range and market offerings that perfectly caters to the consumer need of hunger filling while enjoying the extraordinary Molto Chocolate filling.



Description	
 Packaging Per Carton	12 Pieces/ Carton
 Shelf Life	4 Months
 Avg. weight per piece	80
 Container Load	40' ft 7,020



a rich  
**toasted** snack  
made of  
**100%**  **wheat**

that offers a guilt-free filler  
snacking experience to consumers  
by being  
**BAKED**   
*not fried*

providing a plethora of different flavors to  
suit a wide range of consumer preferences.

**10** different  
**flavors**



Ketchup



Olive



Pizza



Mix Cheese



Nacho Cheese



Butter &  
Herbs



Sweet Chili



Salt



Salt &  
Vinegar



Chili & Lemon





# Bake Rolz

Bake Rolz is available in 3 sizes to cater for different need states; single-serve, bigger size and family size. Each size comes in a wide range of flavors to suit all taste buds.



## Description

Toasted Natural Wheat Bakeries

Packaging Per Carton

48 Pieces/Carton

Shelf Life

12Months

Carton Dimensions

33.8 x 22.3 x 20.1

Avg. weight per piece

25

Avg. carton Weight (KG)

Gross  
1.477

Container Load

40' ft  
3,300



# Bake Rolz

Bake Rolz is available in 3 sizes to cater for different need states; single-serve, bigger size and family size. Each size comes in a wide range of flavors to suit all taste buds.



## Description

 Packaging Per Carton

24 Pieces/Carton

 Shelf Life

12Months

 Carton Dimensions

36.3 x 23.3 x 22.6

 Avg. weight per piece

50

 Avg. carton Weight (KG)

Gross  
1.504

 Container Load

40' ft  
3,500



# Bake Rolz

Bake Rolz is available in 3 sizes to cater for different need states; single-serve, bigger size and family size. Each size comes in a wide range of flavors to suit all taste buds.



Pizza      Ketchup      Olive      Nacho Cheese      Chilli & Lemon

## Description

Toasted Natural Wheat Bakeries

 Packaging Per Carton


12 Pieces/Carton

 Shelf Life

12Months

 Carton Dimensions

36.9 x 26.4 x 16.8

 Avg. weight per piece

100

 Avg. carton Weight (KG)

Gross  
1.504

 Container Load

40' ft  
4,200



Bake Rolz recently introduced a new limited time offer range for all spicy lovers. The new range comes in 3 flavors; Spicy Cheese, Spicy Pizza and Spicy Kebab.



Spicy Cheese



Spicy Pizza



Spicy Kebab

Description

Toasted Natural Wheat Bakeries

 Packaging Per Carton


24 Pieces/Carton

 Shelf Life

12Months

 Carton Dimensions

36.3 x 24.3 x 22.6

 Avg. weight per piece

50

 Avg. carton Weight (KG)

Gross  
1.65

 Container Load

40' ft  
3,400



is another *rich*, toasted  
**SNACK** that is  
**BAKED**   
*not fried*

 and has a unique  
stick-like shape

**3 Distinctive  
flavors**



BBQ



Oriental Sausages



Cheese

**in 2 size offerings**

  
single-serve & bigger size





# Bake Stix

Bake Stix is available in 2 sizes; single-serve & bigger size. Each size comes in 3 flavors.



Cheese



Oriental Sausages



BBQ

## Description

 Packaging Per Carton

48 Pieces/Carton

 Shelf Life

12Months

 Carton Dimensions

40.3 x 36.3 x 19.6

 Avg. weight per piece

25

 Avg. carton Weight (KG)

Gross  
1.477

 Container Load

40' ft  
2,400



# Bake Stix

Bake Stix is available in 2 sizes; single-serve & bigger size. Each size comes in 3 flavors.



Cheese



Oriental Sausages



BBQ

## Description

 Packaging Per Carton

24 Pieces/Carton

 Shelf Life

12Months

 Carton Dimensions

36.3 x 23.3 x 24.6

 Avg. weight per piece

50

 Avg. carton Weight (KG)

Gross  
1.523

 Container Load

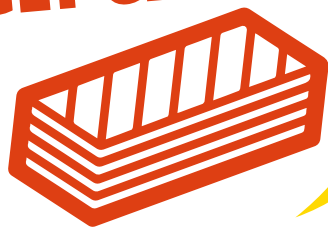
40' ft  
3,300

# Freska!

is a range of

**SHOCKINGLY CRISPY**

**WAFER**



PRODUCTS

WITH INNOVATIVE FILLINGS.

FRESKA IS A **FUN**,  
INNOVATIVE BRAND

THAT OFFERS  
CLOSE TO  
HEART  
PRODUCTS



LEAVING A



ON YOUR FACE  
WITH EVERY BITE.



# Fingers

- Freska Uncoated Fingers come in two 3 variants:
- Uncoated Wafer Filled With Cocoa And Hazelnut Cream
  - Uncoated Cocoa Wafer Filled With Cocoa And Hazelnut Cream
  - Freska Vegan Uncoated Fingers Filled With Cocoa Cream.









Freska Fingers  
Hazelnut White Wafer



Freska Fingers  
Hazelnut



Freska Fingers Vegan

Description		
 Packaging Per Carton	12 Boxes X 12 Pouches X 8 Pieces	12 Boxes X 12 Pouches X 8 Pieces
 Shelf Life	12 Months	12 Months
 Carton Dimensions	39 x 26.4 x 25.8	39 x 26.4 x 25.8
 Avg. weight per piece	31	31
 Avg. carton Weight (KG)	Gross 3.80	Gross 5.561
 Container Load	40' ft 3,315	40' ft 2,700









# Sticks

Freska Sticks is made of delicious uncoated rolled wafer sticks filled with cocoa and hazelnut cream.



Freska Sticks  
Hazelnut

Description	
 Packaging Per Carton	
 Shelf Life	
 Carton Dimensions	
 Avg. weight per piece	
 Avg. carton Weight (KG)	
 Container Load	

Uncoated rolled Wafer Filled With Cocoa And Hazelnut Cream	
6 Boxes X 24 Pouches X 3 Pieces	
12 Months	
29.4 x 18.9 x 26.7	
18.2	
Gross 3.45	
40' ft 5000	



# Choco Sticks

- Freska's latest addition in the rolled wafer segments:
- Freska Choco Sticks, rolled wafer sticks coated with chocolate & filled with cocoa & hazelnut cream
  - Freska Choco Sticks, rolled wafer sticks coated with white chocolate & filled with cocoa & hazelnut cream



Freska Choco sticks  
Hazelnut



Freska Choco sticks  
White

## Description

Packaging  
Per Carton

Rolled Wafer sticks Coated with Chocolate & Filled with Cocoa & Hazelnut cream	Rolled Wafer sticks Coated with White Chocolate & Filled with Cocoa & Hazelnut cream
6 Boxes X 24 Pouches X 2 Pieces	6 Boxes X 24 Pouches X 2 Pieces

Shelf  
Life

12 Months12 Months

Carton  
Dimensions

29.4 x 15.4 x 27.332.4 x 29.4 x 15.3

Avg. weight  
per piece

16.518.5

Avg. carton  
Weight (KG)

Gross3.6Gross4.38

Container  
Load

40' ft540040' ft5400



# Coated Bar

The first ever pyramid shaped coated wafer bar to be introduce in the Egyptian market, Choco Bar comes in two sizes, Choco Bar and Choco Bar Mini Both come in the same widely loved variant: Chocolate Coated Wafer Filled With Chocolate Cream



Choco Bar

## Description

 Packaging Per Carton

6 Boxes X 24 Pouches

 Shelf Life

12 Months

 Carton Dimensions

29.8 x 18.9 x 28.8

 Avg. weight per piece

17

 Avg. carton Weight (KG)

Gross  
3.210

 Container Load

40' ft  
4,400



# Block

Freska Block comes in the form of a chocolate coated layered rectangular wafer to satisfy consumer's sweet cravings.

Freska Block comes in 3 variants

- Chocolate Coated Wafer Filled with Cappuccino Cream.
- Chocolate & Hazelnut Cream Coated Wafer Filled with Cocoa & Hazelnut Cream.
- Chocolate Coated Wafer Filled with Peanut Butter.



Freska Block  
Peanut Butter









Freska Block Cappuccino  
Cream



Freska Block Hazelnut  
Cream

## Description

-  Packaging  
Per Carton
-  Shelf  
Life
-  Carton  
Dimensions
-  Avg. weight  
per piece
-  Avg. carton  
Weight (KG)
-  Container  
Load

Chocolate Coated  
Wafer Filled with  
Peanut Butter

Chocolate Coated Wafer  
Filled with Cappuccino  
Cream

Chocolate & Hazelnut  
Cream Coated Wafer Filled  
with Cocoa & Hazelnut  
Cream

12 Boxes X 12 Pouches

12 Months

39 x 24.4 x 21.3

27

Gross  
4.730

40' ft  
3,500





the *innovative &*  
**witty** cakes  
brand



that consumers  
believe to be of

& associate with  
their humorous  
characters.



**TODO is positioned as**

*"The sweet experience  
that keeps you going"*

**known for its high quality and indulging snacks.**





## TODO Bomb & TODO Brownie

TODO Bomb is the Bomb of Cakes. You cannot prevent yourself from enjoying the explosion of cream inside the chocolate cake when you bite into it. TODO Brownie offers the full indulging experience that could ever be found in a cake. It's also the first Egyptian packed Brownie in the Egyptian market.



TODO Bomb

TODO Brownie

Description	Chocolate cake with creamy filling and cocoa coating	Chocolate Brownie Cake
Packaging Per Carton	8 Boxes X 6 Packs	
Shelf Life	6 Months	6 Months
Carton Dimensions	37.4 x 27.4 x 21.8	37.7 x 27.7 x 18.1
Avg. weight per piece	50	
Avg. carton Weight (KG)	Gross 3.5	Gross 3.4
Container Load	40' ft 3,050	40' ft 3,700

# Twinkies®

leads the *filled* cakes segment in



*It is known among consumers for its signature mix of*



Twinkies is the loved and trusted treat by consumers,

and is the **"White♥  
Hearted  
Cake"**

Twinkies comes in four formats:

at 2 different sizes.

Twinkies Original

Twinkies Chocolate

Twinkies Double Cream

Twinkies Strawberry

with a strong heritage that goes back to its long history in the Egyptian market.



# Twinkies Original

Twinkies has 3 different families: Twinkies Original, Twinkies Flavors, and Twinkies Icing. Twinkies Original is the hero SKU, famous for its consistent quality and light cream filling.



Twinkies Original

Description		Golden Sponge Cake with Cream Filling	
Packaging Per Carton		12 Boxes X 6 Pouches	8 Boxes X 24 Pouches
Shelf Life		9 Months	
Carton Dimensions		35.7 x 33.7 x 24.1	49.8 x 30.2 x 27.8
Avg. weight per piece		48	24
Avg. carton Weight (KG)		Gross 4.5	Gross 5.8
Container Load		40' ft 2,300	40' ft 1,750



# Twinkies Double Cream

Twinkies Double Cream comes at 3 different variants; Twinkies vanilla cake filled with extra cream filling, Twinkies vanilla cake filled with extra strawberry filling and Twinkies chocolate cake filled with extra chocolate filling.



Twinkies Double Cream



Twinkies Double Cream Chocolate

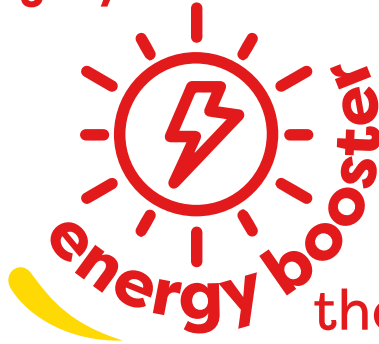


Twinkies Double Cream Chocolate

Description	Golden Sponge Cake with extra Cream Filling	Sponge Chocolate Cake with extra Chocolate Filling	Sponge Chocolate Cake with extra Strawberry Filling
Packaging Per Carton	12 Boxes X 12 Pouches	12 Boxes X 12 Pouches	12 Boxes X 12 Pouches
Shelf Life	5 Months	5 Months	5 Months
Avg. weight per piece	35	32	35
Container Load	40' ft 1,520	40' ft 1,520	40' ft 1,520



is the enjoyable



that gives a  
*sensational*  
daily kick

by providing an enjoyable experience.

With its strong heritage,  
*HOHOS leads the*



**rolled cakes**  
*segment in Egypt*

**HOHOS comes in 2 different formats:**

**Coated:** HOHOS Cream (in  
2 different sizes), HOHOS  
Coffee, HOHOS Chocolate,  
HOHOS Extreme, and  
HOHOS Mix.

**Uncoated:** HOHOS  
Uncoated Strawberry and  
HOHOS Uncoated  
Chocolate.





# HOHOs Cream

HOHOs is famous for its coated range: HOHOs Cream (in 2 different sizes), HOHOs Coffee, HOHOs All Chocolate, HOHOs Extreme, and HOHOs Mix.



HOHOs Cream

Description	Rolled Chocolate Cake filled with Cream & Chocolate Coating	
Packaging Per Carton	12 Boxes X 6 Pouches	8 Boxes X 24 Pouches
Shelf Life	6 Months	
Carton Dimensions	41.7 x 29.7 x 12.8	41.7 x 29.7 x 12.8
Avg. weight per piece	48	24
Avg. carton Weight (KG)	Gross 6.321	Gross 6.321
Container Load	40' ft 3,900	40' ft 2,700



# HOHOs Uncoated Flavors

HOHOs also offers a range of uncoated flavors: HOHOs Uncoated Strawberry and HOHOs Uncoated Chocolate.



Uncoated HOHOs  
Chocolate



Uncoated HOHOs  
Strawberry

## Description

 Packaging  
Per Carton

Rolled Golden Cake with Cocoa Cream  
Filling and Chocolate base,  
Decorated with Chocolate

8 Boxes X 24 Pouches

 Shelf  
Life

6 Months

 Carton  
Dimensions

41.4 x 24.8 x 19.2

 Avg. weight  
per piece

24

 Avg. carton  
Weight (KG)

Gross  
5.6

 Container  
Load

40' ft  
2,400



# Tiger Tail<sup>®</sup>

falls under the



**filled cakes**  
segment.

*its a golden  
sponge cake  
**Fun** with a  
**twist***



its creamy filling  
decorated with  
**raspberry jelly  
& coconut flakes**



*gives it the perfect mix of*

***fresh flavors & unique taste.***



# TigerTail

Tiger Tail is a vanilla cake filled with cream, topped with raspberry jelly, and decorated with small flakes of coconut that gives consumers a mouth watering experience.



TigerTail

Description	Golden Sponge Cake with Cream Filling Decorated with Raspberry Jelly & Coconut shavings/flakes
Packaging Per Carton	8 Boxes X 24 Pouches
Shelf Life	9 Months
Carton Dimensions	49.8 x 30.2 x 27.8
Avg. weight per Pouch	24
Avg. carton Weight (KG)	Gross 5.8
Container Load	40' ft 1750



# TigerTail Double Cream

Tiger Tail Double Cream is a vanilla cake filled with extra cream, topped with raspberry jelly, and decorated with small flakes of coconut that gives consumers a mouth watering experience.



TigerTail  
Double Cream

Description	Golden Sponge Cake with extra Cream Filling Decorated with Raspberry Jelly & Coconut shavings/flakes
Packaging Per Carton	12 Boxes X 12 Pouches
Shelf Life	5 Months
Avg. weight per Pouch	35
Container Load	40' ft 1,520

# ONIRO

*entering the*



**biscuits market**

Already  
available

in

**25**

of the biggest  
segments

*Filled and Coated*

2 sizes available for the filled.



pieces





## Oniro LAVA

Oniro LAVA is the first entry to the filled segment offering two variants;

- A vanilla biscuit filled with chocolate hazelnut cream.
- A chocolate biscuit filled with chocolate hazelnut cream.

Available in 2 sizes: 4 Pieces & 2 Pieces



Oniro LAVA Vanilla  
4 pieces



Oniro LAVA Chocolate  
4 pieces



Oniro LAVA Vanilla  
2 pieces



Oniro LAVA Chocolate  
2 pieces

Vanilla biscuit filled  
with chocolate  
hazelnut cream

Chocolate biscuit filled  
with chocolate hazelnut  
cream

Vanilla biscuit filled  
with chocolate  
hazelnut cream

Chocolate biscuit filled  
with chocolate hazelnut  
cream

### Description



Packaging  
Per Carton

12 Boxes X 12 Pouches

12 Boxes X 12 Pouches



Shelf  
Life

12 Months

12 Months



Carton  
Dimensions

35.7 x 33.7 x 24.1

35.7 x 33.7 x 24.1



Avg. weight  
per Pouch

40

20



Avg. carton  
Weight (KG)

Gross  
4.5

Gross  
5.8

Gross  
4.5

Gross  
5.8



Container  
Load

40' ft  
2,300

40' ft  
1,750

40' ft  
2,300

40' ft  
1,750



# Oniro CHOCO LAVA

Oniro CHOCOLAVA is the first entry to the filled segment offering two variants;

- Vanilla biscuit filled with chocolate hazelnut cream and coated with chocolate.
- Chocolate biscuit filled with chocolate hazelnut cream and coated with chocolate.



Oniro CHOCOLAVA Vanilla



Oniro CHOCOLAVA Chocolate

## Description

 Packaging Per Carton

12 Boxes X 12 Pouches

 Shelf Life

12 Months

 Carton Dimensions

35.7 x 33.7 x 24.1

 Avg. weight per Pouch

35

 Avg. carton Weight (KG)

Gross  
4.5

Gross  
5.8

 Container Load

40' ft  
2,300

40' ft  
1,750



# Oniro COOKIES

Vanilla and Chocolate cookie with chocolate chips filled with Chocolate hazelnut cream.



Oniro COOKIES Vanilla



Oniro CHOCOLAVA Chocolate

## Description

 Packaging Per Carton

12 Boxes X 12 Pouches

 Shelf Life

12 Months

 Carton Dimensions

42.7 x 32.7 x 14.4

 Avg. weight per Pouch

25

 Avg. carton Weight (KG)

Gross  
4.695

 Container Load

40' ft  
3,550



# Oniro TEABIX

Plain Tea Biscuit



Oniro TEABIX

Plain Tea Biscuit

Description	
	Packaging Per Carton
	Shelf Life
	Avg. weight per Pouch
	Container Load

12 Boxes X 12 Pouches

12 Months

43

40' ft  
2,000





+20 2 38516 464

[www.edita.com.eg](http://www.edita.com.eg)

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Central Pivot-El Sheikh Zayed 6<sup>th</sup> Of

October City-Egypt.

P.O Box: 64 El Sheikh Zayed - Postal code: 12588

Factories: Industrial zone 3 and Polaris in 6<sup>th</sup> of October  
city and industrial zone B2 in 10<sup>th</sup> of Ramadan city - Egypt.

