



## MESSAGE FROM THE SBL MANAGING DIRECTOR

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We are passionate about engaging in projects and activities that drive real, tangible and long-lasting impact.



“**T**he time is past when humankind thought it could selfishly draw on exhaustible resources. We know now the world is not a commodity.”

- Francois Hollande, Former President of France

On behalf of Serengeti Breweries Limited (SBL), I am pleased to share our contribution to EABL's third annual Sustainability Report. In Tanzania, we are blessed with rich natural resources, diverse ecosystems, and vibrant communities. However,



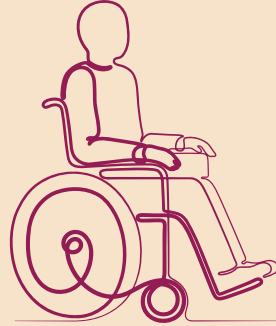
we also face significant environmental and social challenges that require our immediate attention and collective action. As a responsible corporate citizen, we recognise the importance of preserving our environment, uplifting communities, and promoting sustainable practices that benefit present and future generations.

We are passionate about engaging in projects and activities that drive real, tangible and long-lasting impact. In support of this, we have made some thoughtful investments this financial year to ensure that we continue to scale our initiatives. For example, we injected Tsh. 380 million to fund the renovation and construction of the Kwamizi water dam in Handeni District, Tanga region.

The project, which is being implemented in partnership with Water Aid and the local government, has a capacity to hold 108,800 cubic metres of water and provide clean water to 2,000 men, women and children of Handeni District. This is particularly impactful as, according to latest research by the World Bank, in 2023, only 61% of households in Tanzania currently have access to a basic water-supply, 32% have access to basic sanitation, and 48% have access to basic hygiene. As a business that strives for positive impact, improving water access and availability for our communities is a priority action for us.

In addition, this year we partnered with the Ministry of Agriculture and the Foundation for Disability Hope to empower over 100 persons abled differently (PADs) through agricultural and business training in Dodoma. 50% of the participants were women, who are historically excluded from economic opportunities.

There is much more that we have been working towards in support of Society 2030: Spirit of Progress, our sustainability strategic ambitions which we detail throughout the report. The detailed reporting ties to our commitment, as



**100**

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SBL, to transparent governance and ethical conduct, which are paramount to our sustainability journey. We value trust, and we are committed to building strong relationships with our customers, employees, suppliers, and communities.

As business leaders, we have the power to shape a sustainable future. We continue to use our experience, resources, and creativity to redefine success by integrating sustainability into every aspect of our operations. We remain committed to create a world where profitability goes hand in hand with environmental stewardship and social progress.

*Obinna Anyalebechi*  
SBL Managing Director