



Overview

Television has transcended the traditional screen. Viewers can now watch news and their favourite shows on the go, on their tablet or phone.





Vision

To be the media of Africa for Africa



Mission

Create value for our stakeholders and positively influence society by providing media that informs, educates, and entertains.



Core Values



Continuous Improvement & Innovation



Consumer Focus



We are a Team



Integrity and Trust

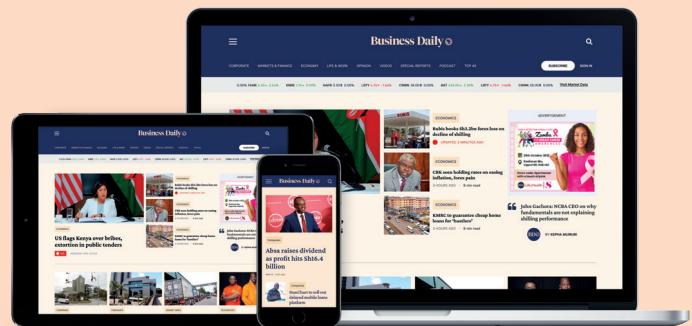


Drive for Performance

#morepossibilities

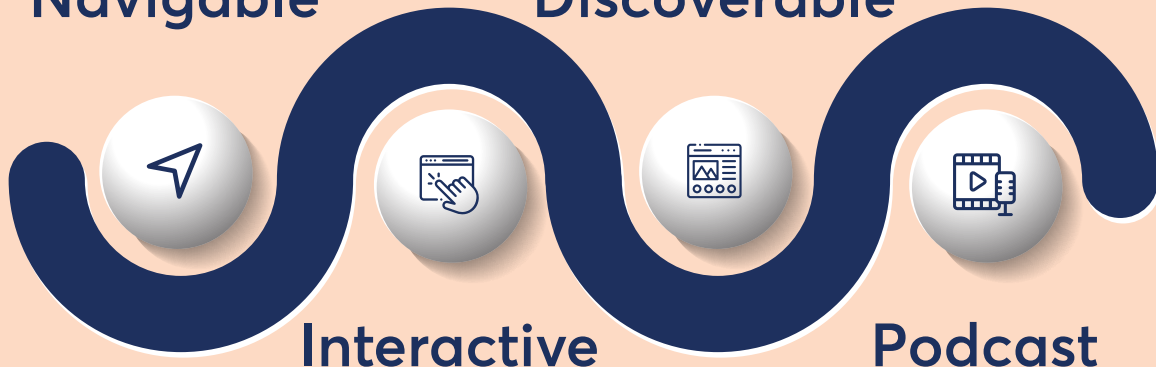


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Navigable

Discoverable



Interactive

Podcast

NMG Overview



Nation Media Group PLC (NMG) is a purpose led organization that seeks to transform into Africa's most trusted and innovative content platform. For the last 65 years, we have been guided by one philosophy - to be a voice for the voiceless in the society. Our mission to positively influence society has remained unchanged over the years.

NMG was founded by His Highness the Aga Khan on the bedrock of a set of core values whose central theme was to promote independent voices, diversity and freedom of expression as enshrined in our editorial policy.

From a small newspaper company, with only one title, *Taifa*, a Swahili

publication, we have grown to become the largest multimedia house in East and Central Africa with operations in print, broadcast and digital media all of which attract and serve unparalleled audiences across the continent and the world.

In our strategic intent that focuses primarily on innovation and customer satisfaction, we continue to be guided and to stand by the values of truth, independence, fairness, balance and accuracy. We remain steadfast in the conviction of our goal to fundamentally improve the quality of people's lives and to contribute to a sustainable world through our business. We will stay at the forefront, identifying and resolving the many issues critical to

social transformation such as education, the environment and health.

Together with our stakeholders, customers, shareholders, supporters, and the communities we serve, we are committed to pursuing a strategy rooted in shared value. At NMG, we firmly believe that ideas are at the core of human progress, driving our pursuit of stated goals. With a legacy spanning over six decades, our dedication to delivering high-quality journalism remains unwavering. This commitment forms the bedrock of our philosophy as we strive to position ourselves as Africa's foremost media outlet, dedicated to serving the continent by Africans, for Africans.