

MESSAGE FROM THE GROUP MD & CEO

When we work together as a business and with every single one of our stakeholders, we can accelerate our performance against each of our strategic goals.



The release of our Annual Sustainability Report 2021-2022 offers an opportunity to reflect on the resilience and growth of our comprehensive, collaborative approach to sustainability.

I look back on the last year with a lot of gratitude, joy and pride of what we were able to achieve as a business. We covered a detailed report of our performance in our



100 Years

As we mark our centenary anniversary, I want to thank the Board, my Leadership Teams at KBL, SBL and UBL, and all our staff across EABL for having closely embraced our Sustainability Strategy, Society 2030: Spirit of Progress.

recently launched Annual Report, that was unveiled to our shareholders and other stakeholders on 15th September, 2022. During the launch, I was pleased to note the keen interest in sustainable production, which remains the anchor of our business both from a Diageo Global and EABL Group point of view.

Our business depends on natural resources, from farming and production of our ingredients to the manufacturing and distribution of each and every one of our products. However, every other day, another research finding, news story or environmental-related disaster comes with more evidence that our planet is in a crisis. In spite of these seemingly insurmountable challenges, EABL is taking the lead in developing solutions. We are purposefully driving a shared prosperity agenda to guarantee value for our employees, consumers and business partners including our distributors and retailers.

We acknowledge and commend the Nairobi Securities Exchange (NSE) for issuing their Environment, Social and Governance (ESG) Disclosures Guidance Manual – a process that we contributed to during their key stakeholder dialogues in 2020. This is the type of bold action that the private sector needs in order to drive strong environmental safeguards, improve social welfare and ensure transparent governance mechanisms as part and parcel of doing business.

This year, in addition to our material topic disclosures against key performance indicators detailed in Society 2030: Spirit of Progress, we chose to use our Sustainability Report to share the approaches of our various departments in implementing our strategic goals. Key departments of our business have operationalised sustainability thinking across their functions. We highlight their efforts - What does Society 2030 mean to them? How can we ensure that as a business, we are consistently speaking the same language on sustainability? Ensuring that sustainability is part and parcel of our group think is a work in progress, but one that we acknowledge will significantly amplify our sustainability efforts.

When we work together as a business and with every single one of our stakeholders, we can accelerate our performance against each of our strategic goals. At the same time, we play our part in protecting, renewing and restoring the planet for generations to come.

As we mark our centenary anniversary, I want to thank the Board, my Leadership Teams at KBL, SBL and UBL, and all our staff across EABL for having closely embraced our Sustainability Strategy, Society 2030: Spirit of Progress. I also want to take this opportunity to thank our Shareholders, Government Partners and all our other external partners for continuing to be a part of our ambition to “Build Value Together”. There is truly no limit to how far we can go when we work together.

Jane Karuku, MGH
Group MD & CEO



2030

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