

MESSAGE FROM THE FORMER KBL MANAGING DIRECTOR

We continue to look at our operations, from the production to the distribution of our products, with a sustainability lens, consistently asking ourselves how we can further enhance our business practices with the goal of contributing towards sustainable development.



As we unveil our Annual Sustainability Report, I am pleased to note the progress that we have made against our Sustainability strategy – Society 2030: Spirit of Progress. It is very clear to us that sustainability is the foundation for our business' success. We continue to look at our operations, from the production to the distribution of our products, with a sustainability lens, consistently asking ourselves how we can further enhance our business practices with the goal of contributing towards sustainable development.

Our staff have continued to be our anchor in bringing our sustainability initiatives to life. Various departments, and products, have ensured that sustainability is engrained as part of our business activities.

In the last financial year, we made significant strides against our three pillars namely: Promote Positive Drinking, Champion Inclusion and Diversity and Pioneer Grain to Glass Sustainability.

To pick a few of the successes I would like to highlight the following:

- Last year, we reported an investment in Biomass, which will reduce our carbon emissions by 95% - about 34,000 tonnes of carbon a year. This was the single largest climate action investment by Diageo across Sub-Saharan Africa. I am pleased to report that our Biomass Plants in Kenya, both at our Nairobi and Kisumu Plants, became operational in June, 22, and are currently operating at optimal capacity.
- Promoting Positive Drinking is the lifeblood of our business. We want all our consumers to 'Celebrate Life Every Day, Everywhere' responsibly. I am pleased that we achieved and significantly exceeded our targets for Positive Drinking on visits to our DRINKiQ main site, which is a responsible drinking educational site.

- KBL continues to be recognised for various awards and accolades for our strong performance on sustainability. For example, our inaugural Sustainability Report was awarded the Public Relations Society of Kenya, PRSK, Publication of the Year Award, 2021.

Ranging from exceeding our targets on some of our key performance indicators for each pillar, to introducing new sustainability initiatives, we recorded a positive outcome for most of our targets.

Our staff have continued to be our anchor in bringing our sustainability initiatives to life. Various departments, and products, have ensured that sustainability is engrained as part of our business activities. As a market leader in driving sustainable businesses and development, we believe in the power of partnerships. We believe that partnerships make our agenda stronger and more impactful.

Looking ahead, we are well prepared: sustainability is deeply anchored in our business strategy and alive in our purpose. With that foundation, our sustainable transformation continues. On behalf of everyone at KBL, I would like to thank you for your interest in our Sustainability Report.

Mr. John Musunga

Former KBL Managing Director



95%

Last year, we reported an investment in Biomass, which will reduce our carbon emissions by 95% - about 34,000 tonnes of carbon a year. This was the single largest climate action investment by Diageo across Sub-Saharan Africa.

