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PILLAR: PROMOTE POSITIVE DRINKING

ur overarching goal is to change the way the world drinks, for the better. From Tusker to Chrome, Serengeti to Kibo Gold, Bell to Uganda Waragi, and Johnnie Walker, Don Julio and Baileys, among many others, our brands have been part of people's celebrations for generations. We make them with pride, and they are made to be enjoyed responsibly. We embrace our responsibility to proactively Promote Positive Drinking, and our approach is centred on the following:



Tackling harmful drinking through education.



Promoting moderation through our brand marketing.



Tackling underage drinking.



Changing attitudes to drink driving.



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Why Does This Matter?

recently commissioned study by Euromonitor International found that in Kenya alone, illicit alcohol now accounts for 61 per cent of all alcohol sold. In addition, illegal alcohol sold in Kenya has increased by 27 per cent since 2022. The illicit trade in alcohol (unregulated, untaxed and potentially toxic) has a wide range of negative socio-economic impacts, including significant health risks to consumers with disproportionate effects on poor and uneducated consumers, as well as the loss of tax revenues that would otherwise have been paid had the goods been sold in approved channels.

As one of the business leaders operating in markets where illicit alcohol continues to pose a serious health, economic, and regulatory challenge, we firmly believe that trusted brands can and must play a pivotal role in addressing this crisis. Beyond product integrity,

brand-led initiatives, such as education campaigns, retail visibility, and community engagement, create awareness about the dangers of illicit brews and elevate consumer expectations around safety and authenticity. Furthermore, we know that excessive drinking can cause significant harm to individuals, their families and society. We share our stakeholders' concerns about this and are working with others as part of a whole-of-society approach to address it.

We reach and engage audiences with messages that aim to change attitudes, whether they highlight the harm of underage drinking or binge drinking, warning of the dangers of drink driving, or using our brands to highlight the importance of moderation.

Fric Kiriti,

Group Corporate Relations
Director, EABL



This year, across our markets, we scaled our activations and interventions geared towards Promoting Positive Drinking practices.

We surpassed our annual target for the SMASHED campaign by 8%. We launched 'Club Zero' across 35 locations and had a reach of 32,823 people, which is way above our target of 30,000.

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OUR STRATEGIC PLANS TO 2030	KEY PERFORMANCE INDICATOR	BASELINE YEAR F20	F24 ACTUALS	F25 TARGETS	F25 ACTUALS	PROGRESS TO DATE
Scale our SMASHED partnership, and educate 10 million young people, parents, and teachers on the dangers of underage drinking.	People educated through SMASHED partnership.	0	376,933	235,000	253,154	1,019,572
3 AGENETIC RISE						
Promote changes in attitudes to drink driving reaching five million people.	People educated via Wrong Side of the Road programme.	0	68,084	50,000	57,504	203,026
3 AGD MULL RING.						
SDG alignment: 3.5; 3.6; 12.8; 17.16						



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How We Are Achieving Our Targets

DRINKIQ

ur enhanced DRINKiQ.com platform is a dedicated responsible drinking tool that provides facts about alcohol, the effects of drinking on the body and mind, and the impact of harmful drinking on individuals and society. It is one of our most important tools in Promoting Positive Drinking.

DRINKiQ aims to inspire consumers to take action and empower them to achieve a balanced lifestyle – inviting them to change their attitudes to alcohol. The platform enables alcohol consumers to discover how responsible drinking can be part of a balanced

lifestyle. Available in both English and Kiswahili, the DRINKiQ e-learning tool has been designed to provide consumers with the information they need to make positive decisions about drinking responsibly and tackle any myths around drinking alcohol. The new mobile-friendly, online tool is the first of its kind within the alcohol industry in East Africa, using interactive learning and tests to give people information about the content of their drinks and how alcohol can affect them.

In F25 we ran various online campaigns across our markets as follows:



DRINKIQ aims to inspire consumers to take action and empower them to achieve a balanced lifestyle – inviting them to change their attitudes to alcohol.

kBL: We communicated responsible drinking through "Usichome" (Don't embarrass yourself) — a culturally resonant, humor-driven campaign blending education and entertainment to reinforce the importance of responsible choices. By highlighting the often-embarrassing consequences of ignoring DRINKiQ tips, the campaign made responsible drinking both relatable and aspirational. Through consistent messaging across the full consumer journey before, during and after consumption moments — we maximise reach and impact. This integrated approach helps us meet consumers where they are, using contextual content to embed our message deeply within the culture.





read that?) a culturally resonant campaign designed to spark a national conversation around responsible drinking. Powered by our partnership with Captain Morgan and online influencers, Wayambis, the campaign encouraged Tanzanians to pause, reflect, and make informed choices regarding alcohol consumption. Their bold storytelling and direct-to-consumer content helped demystify the science of alcohol in a fun and accessible way. 'Umeisoma Hio' didn't just raise awareness; it laid the foundation for a more health-conscious drinking culture in Tanzania. As we move forward, we remain committed to promoting moderation, safety, and positive choices—one click, one quiz, and one conversation at a time.

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"Eyo Red Card," (Here's a Red Card) aimed at promoting responsible alcohol consumption and encouraging Ugandans to make safer choices while drinking. The Eyo Red Card campaign serves as a bold call to action for consumers to prioritise their well-being and that of others by adopting mindful drinking habits and avoiding high-risk behaviours like drunk driving. With Eyo Red Card, UBL calls for a shift in mindsets to create a culture where responsible drinking is paramount. We want to be the go-to source for practical and engaging tips on drinking responsibly. The Eyo Red Card campaign rolled out nationwide with a mix of digital media, in-bar activations, and public awareness drives, all aimed at encouraging Ugandans to recognise when "enough is enough" and to always "give a red card" to unsafe drinking

enough" and to always "give a red card" to unsafe drinking behaviours.

SMASHED KENYA

SMASHED is a programme that educates young people aged 10-17 on the dangers of underage drinking.

SMASHEDKENYA



Tackling Underage Drinking through SMASHED

We believe it is never acceptable for anyone underage to consume alcohol. That is why we have run campaigns and education programmes to combat underage drinking for many years.

SMASHED is a programme that educates young people aged 10-17 on the dangers of underage drinking. It was developed by Collingwood Learning, and we are proud to have sponsored it since 2018. SMASHED began in 2005 as a live theatre production and has since been enhanced to enable online learning as well as live performances. Underage drinking can have several negative consequences, including an increased risk of road accidents, sexually transmitted infections, and teen

pregnancies, as well as school absenteeism, poor academic performance, and dropout rates among students. SMASHED program's focus on building resilience, improving communication skills, and developing a positive self-identity helps students make better choices not just with alcohol, but in other areas of their lives as well.

To make the programme as successful as possible, the performances are tailored to our markets using local actors and cultural references.

This year, we had a variety of projects that we rolled out under SMASHED across our three markets:

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KBL: In F25, we continued to partner with the Teachers Service Commission, a key partnership that has enabled us to continue creating awareness of the dangers of underage drinking. As part of the process, we trained teachers across various schools in the country, who, in turn, created awareness among students as part of their extracurricular activities. During the year, we worked with 386 schools countrywide and reached over 205,000 students who participated in the programme.

SBL: This year, we partnered with the Tanzanian Government in Mwanza, the Lake Region of Tanzania. Officiating the launch of the programme, Hon. Christopher Ngubiagai, the District Commissioner of Ukerewe, praised the initiative, stating: "Underage drinking affects not only individuals but entire communities. The SMASHED programme is a vital step in educating and empowering our youth to make responsible choices. I commend SBL for this important initiative that aligns with our efforts to protect and uplift young Tanzanians." Since its inception, SBL has successfully educated over 30,000 students across 50 schools in three key regions of Tanzania.



UBL: In F25, we conducted tours in 69 schools spread across Central and Eastern Uganda, reaching over 26,000 students. Through live theatre performances, we discouraged underage drinking while developing a positive self-identity and helping students to make better choices. Since its inception in 2021, UBL has successfully educated over 100,000 students across more than 200 schools in different regions of Uganda.



Acting Against Drink-Driving by Providing Responsible Messaging through the Wrong Side of the Road Campaign and Making Moderation Aspirational

Moderation encompasses a broad range of different consumer behaviours and choices, such as choosing not to drink on certain occasions, or substituting a favourite drink with a non-alcoholic version. We aim to enable and reinforce the breadth of choices that consumers have to moderate. In addition to offering consumers a range of choices, our insights reveal that positioning

moderation as aspirational and making it feel like the popular choice is key to promoting positive drinking attitudes and behaviours.

We've long championed awareness of the risks of drink-driving, including collaborating with law enforcement and local authorities. In 2021, we launched the Wrong Side of the Road (WSOTR) digital learning resource

with the United Nations Institute for Training and Research (UNITAR), aimed at raising awareness about the consequences of drink-driving on individuals and communities.

The WSOTR programme is available in digital and classroom formats, and we have seen markets contextualise the campaign in various ways:

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Wajibika is an internal campaign launched by KBL to promote responsible drinking among employees, contractors, and distributors. **KBL:** In F25, KBL introduced 'Club Zero', a bold new initiative designed to foster inclusive, engaging social experiences for both drinkers and non-drinkers. Built on the insight that designated drivers often feel excluded in traditional consumption settings, Club Zero offers a space at events where everyone feels welcome. Through interactive DRINKiQ games and curated menus of non-alcoholic beverages, the initiative redefines what it means to have a great time out, where moderation and mindful choices are celebrated. By creating enjoyable, alcohol-free spaces, Club Zero aims to shift cultural norms and make responsible drinking not just accepted, but aspirational.

SBL: In F25, SBL launched the 'Inawezekana Kuwa Mtu Makini' (It is possible to be a responsible alcohol consumer) campaign, which serves as a call to action and a testament to our continuous commitment to change the way the world drinks for the better.

Through our flagship brand, Serengeti Premium Lager, we leveraged collaborations with influencers, corporations, and consumerfacing events to amplify the campaign's reach and impact. We reached over 10,000 people online and offline, underscoring our broader commitment: Instilling responsibility and raising the bar on road safety standards among drivers.

UBL: At UBL, we know that drivers who are impaired by alcohol have a much higher risk of being involved in car accidents. Through the WSOTR campaign, we share stories of the adverse impacts of drink-driving with our consumers, allowing them to interact with real people, listen to real stories, and understand the real-life consequences. This year, we brought the experience closer to our consumers by leveraging strategic partnerships through our brands across two big events in Uganda: OBAFEST and NYEGE NYEGE. We reached over 10,000 people with our messaging and provided more than 4.000 litres of water for hydration during the festivals. We also partnered with NRG Radio, one of Uganda's leading radio stations, to conduct eight activations across 48 areas in Kampala, reaching over 4,000 people with anti-drink-driving messaging.



It All Starts at Home: We are excited to have refreshed our internal Positive Drinking campaign, Wajibika, grounded in the belief that charity begins at home. In championing moderation and responsible choices within our own organisation, we set the standard for the communities and consumers we serve. Wajibika is an internal campaign launched by KBL to promote responsible drinking among employees, contractors, and distributors. It aims to foster an internal culture of responsible drinking by educating on moderation and risks, communicating the employee Alcohol Policy, ensuring everyone understands and adheres to the guidelines and encouraging professional support. The campaign has been brought to life by creating positive, light-hearted communication that connects with employees as they go about their daily routines and responsibilities. The content covered aspects such as the importance of hydration during alcohol consumption, the effects of irresponsible drinking on social connections, reminding staff not to drink and drive but instead use safer alternative options, such as taking taxis, advocacy on moderation, while also engaging them with content that allowed them to make a choice on what are positive drinking behaviours and what are not.

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Meet Some of Our EABL Family

Being part of the Wajibika campaign has been eye-opening for me. It reminded me that responsibility truly starts with us, and the choices we make every day. The light-hearted but practical messages, like remembering to hydrate, choosing not to drink and drive, or thinking about how our habits affect those around us; really hit home. I feel proud that KBL is not just talking about positive drinking in the community, but actually living it within our own walls. It has made me more conscious as an employee, but also as a parent, a friend, and a role model in my own circles.

Keith Obure, Sustainability Manager, Commercial & Marketing, KBL

Using the Power of Our Brands

Training Initiatives

The advocacy team in East Africa trained a total of 19,547 bar staff, including owners, on the importance of promoting responsible consumption of alcohol across our three markets. The main topics covered included:

Alcohol awareness and unit education, deepening the participants' understanding on how different Alcohol By Volumes (ABV) affect alcohol consumption.

Customer
responsibility and
intervention skills coverin
practical examples on how
to recognize
overconsumption
and intoxication and cease
further service.

Promoting moderation and positive experiences – Promoting 'Drinking better and not more' in serving practices and ensuring we advocate for hydration as well as offer 0% ABV options.



The training reached over 16,000 bar staff and owners in Kenya, 1,961 in Tanzania and 1,586 in Uganda.



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The training reached over 16,000 bar staff and owners in Kenya, 1,961 in Tanzania and 1,586 in Uganda.

By equipping bar staff with knowledge about moderation, we ensure that these principles are integrated into everyday operations, contributing to a culture where positive drinking choices are celebrated.

eco-friendly glassware, local ingredients, and zero- to low-alcohol-by-volume (ABV) cocktails. By leveraging digital platforms for education and collaboration, EABL extends its reach in advocating for responsible consumption patterns. Through these initiatives, we actively encourage a culture of responsible drinking and sustainability within our vibrant bar scenes, aligning perfectly with our strategic goals under the Promote Positive Drinking pillar.

The World Class Competition

The 10th edition of the World Class competition in Kenya exemplifies our commitment to Promoting Positive Drinking by providing a platform for over 300 bartenders to engage in and learn positive consumption practices. The participants are sensitised and educated on sustainable methods of consumption that can be passed on to consumers.

Additionally, by encouraging participants to create drinks from scratch and minimise waste—such as making their own syrups and using fruit peels for garnishes—the competition not only highlights creativity but also reinforces the importance of thoughtful ingredient use.

Online Engagement and Co-Creation of Cocktail Making

Increasing online engagement by at least 5% through co-creation activities with trend-leading outlets demonstrates an innovative approach to promoting better drinking habits. These activities emphasise sustainable practices, such as using



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In my journey, I have always believed in finding ways to infuse a touch of magic into the ecosystem, whether through the experiences we create for our customers, the opportunities we open for our teams, or the culture we nurture across the business. One of the areas I am most proud of is how we have embraced cocktail culture as a celebration of positive drinking. Through the many activations and promotions we ran in 2025, we have been able to demonstrate that cocktails are not just about

consumption, but about creativity, craftsmanship, and connection. It has been inspiring to see how this has shifted perceptions, showing our industry and our communities that drinking can be an avenue for artistry, storytelling, and responsible enjoyment.

Alvin Mbugua, General Manager, Spirits, EABL



(O) Looking ahead to F26:

As the threat of illicit brews continues to rise, posing serious risks to public health and community well-being, we reaffirm our commitment to promoting positive drinking through safe, accessible, and trusted alternatives. By 2026, our goal is to lead a national shift towards informed, moderate, and responsible alcohol consumption driven by innovation, education, and brandled trust. We will deepen our investment in community engagement, strengthen our partnerships with regulators and retailers, and ensure that every product we offer reflects our belief that positive drinking is a collective responsibility.

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PILLAR: CHAMPION INCLUSION AND DIVERSITY

ur people are critical to our success. We believe that everybody should be able to work in an environment where they can thrive and have their contributions valued. We are committed to shaping broader societal change, reflective of our consumers. We look to champion this across our entire business – with our people, through our value chain, across our brands, and within the communities in which we operate. Inclusion and diversity are, therefore, a critical enabler of our Spirit of Progress ambitions.



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According to the International Labour Organisation (2024), the global labour force participation rate stands at





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OUR STRATEGIC PLANS TO 2030	KEY PERFORMANCE INDICATOR	BASELINE YEAR F20	F24 ACTUALS	F25 TARGETS	F25 ACTUALS	PROGRESS TO DATE
Champion gender diversity with an ambition to achieve 50% representation of women in leadership roles by 2030.	Percentage of female senior leadership.	32%	47%	50% by 2030	42%	42%
SDG alignment: 5.5; 8.1; 10.2; 10.4						
5 man 8 mon wax wa 10 man 10 man						
Increase spend with diverse- owned and disadvantaged businesses each year to 2030	Spend with diverse suppliers in KSh.	0.94 Bil. – Baseline is as at F22	5.9 Bil.	Continued YoY increase	6.08 Bil.	12.92 Bil.
SDG alignment: 5.5; 5B; 10.2; 10.4		FZZ				
5 TORREST TOWNS TO SECONDS TO SEC						
Provide business and hospitality skills to people, increasing employability and improving livelihoods.	People reached via business and hospitality skills programmes.	0	9,951	5,400	10,044	34,775
SDG alignment: 4.4; 8.1; 8.6; 10.2; 17.16						
4 TORATIVE 8 RECONSIGNATION AND ADDRESS OF THE SECONDARY CONTRACT OF T						
17 rest recours						
Ensure 50% of beneficiaries from our community	Percentage of community programme	0	50%	50%	50%	50%
programmes are women. SDG alignment: 5.5; 5A	beneficiaries who are women.					
5 man E						

- •Through dynamic partnerships, SBL unlocks up to **\$6 million** in monthly credit financing for women stockists.
- 42% of our leaders are women.
- We have grown our farmer network for Persons Living with Disabilities from 700 to **over 1,500** farmers.
- 40% of our over 60,000 farmer network are women.

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How We are Achieving Our Targets:

Strengthening Our Female Talent Pipeline

This year, the representation of women in leadership roles, including our Executive Committee, remained strong at 42%, against our 2030 ambition of 50%. We are proud to have 36% female Board representation, demonstrating a robust commitment to gender parity. We focus on strengthening our female leadership pipeline and investing in the next generation of female leaders, particularly in areas where women have historically been underrepresented, including Commercial, General Management, and Supply roles.

Since 2019, when we launched our apprenticeship programme for female university students studying Science, Technology, Engineering, and Mathematics (STEM), we have onboarded a number of women into our operations. The programme entails a one-on-one, one-year foundational internship, followed by a robust selection and vetting process to identify potential candidates who will be selected for permanent employment based on business needs. STEM apprentices have an opportunity to gain hands-on experience, giving them a head start towards a successful career in our Supply Chain. In addition to the hands-on experience, each candidate is assigned a coach who is responsible for supporting the candidate throughout the programme to ensure they continually learn and grow their skills. As a result of the STEM apprenticeship programme, we have:



- An all-female crew in Uganda Line 5.
- An all-female crew in Tanzania The Cube.
- 4 female master brewers.

42%

Women representation in leadership roles this year, including our Executive Committee, against our 2030 ambition of 50%.



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Leveraging the Power of Our Resource Groups to Drive Inclusion

At EABL, creating a sense of belonging for everyone is at the heart of everything we do. Our various Employee Resource Groups (ERGs) champion key calendar moments that represent the voice of our consumers and promote inclusivity.



Spirited Women

Spirited Women is a network of women employees working in our business, across the three markets, with a voluntary mandate to support one another as they navigate their corporate careers. The network delivers breakthrough leadership development through peer mentoring, with initiatives such as women leaders from the organisation engaging university students and women at the start of their corporate careers. By sharing their personal experiences, they aim to inspire, encourage, and provide valuable learning for the next generation of leaders. This year, the Spirited Women committee organised a number of events, empowering and inspiring the next generation of women leaders across the organisation.



KBL's Men at Work

Men at Work is open to all men at KBL, enabling them to be the best version of themselves. The group is focused on the 'all-round winning man' and seeks to strengthen the foundations essential for men to discover and live their purpose. Some of the focus areas include Health and wellness (mental, physical, emotional), Finance and Investment, Relationships (family and platonic) and Career development. The platform continues to offer a safe place for men at KBL to be open and vulnerable with one another, and in the process, enhance both their career and personal life experiences.

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UBL's Legends

In October 2024, we re-launched Legends, a male-focused employee resource group designed to enhance the well-being, growth, and overall work environment of male employees.

Guided by insights from the 'Your Voice' survey, an annual programme anchored on five key pillars was formed. The pillars are: Finding Your Purpose, Well-being, Managing Finances, Career Management, and Family & Relationships.



SBL's BREW

In F25, SBL proudly launched The B.R.E.W. Network, an empowering space dedicated to fostering Brotherhood, Responsibility, Equality, and Wellness among the men of SBL. In Partnership with The Singleton, a globally acclaimed Single Malt Scotch Whisky, the BREW network conducted quarterly physical sessions across the business and in the field for our field sales teams on psychological safety, marking an essential step in our commitment to supporting men's mental and emotional well-being within our workplace.

Under the thought-provoking theme "Men's Psychological Safety in Today's High-Pressure World", a professional psychologist facilitated deep, candid discussions about the unique pressures and challenges men face today. The sessions provided a safe and open space for exploring men's dedication, everyday struggles, and the resilience required in balancing the responsibilities of work and family life.

Participants gained practical insights and valuable guidance on nurturing a balanced, healthy lifestyle—physically, emotionally, and mentally. It was also a significant moment to openly acknowledge and appreciate the vital contributions men make to family and society.



These pillars inspired a range of impactful sessions that contributed to a +7-point improvement in Inclusion & Diversity scores, rising from 81% to 88%.

The programme addressed both professional and personal development needs, with topics such as "Stand Out to Move Up: Building Your Personal Brand to Be Seen by the Right People." Whether participants sought career advancement, leadership preparation, recognition at work, or strategies to balance family and professional life, the sessions were delivered in engaging and practical ways. Facilitators ensured that each discussion was not only insightful but also left employees with tools they could apply immediately in their day-to-day lives.

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Graduates are expected to leverage their newfound skills by either establishing their own businesses within the hospitality value chain or enhancing their employability, thereby contributing to broader economic growth.

Learning for Life



Part of how we promote sustainable growth and a resilient supply chain is by giving equal access to resources, skills, and employment opportunities. An important way we deliver this is through Learning for Life (L4L), our business and hospitality skills programme for people from underrepresented groups. The program is designed to address youth unemployment and other related challenges by equipping individuals with market-oriented practical skills, industry knowledge, and essential

mentorship. Through structured training sessions, experience sharing, and direct linkages to professional opportunities, participants gain the expertise necessary to succeed in the hospitality sector, among others. Graduates are expected to leverage their newfound skills by either establishing their own businesses within the hospitality value chain or enhancing their employability, thereby contributing to broader economic growth.

KBL



In partnership with the African Initiative for Relief and Development (AiRD), KBL has implemented the Learning for Life program since December 2022 across eight counties: Nairobi, Murang'a, Nakuru, Mombasa, Kisumu, Makueni, Kilifi, and Embu, spanning three phases, concluding in June 2025. The goal was to reach and train 7,162 youth, equipping them with practical, marketrelevant skills to enhance their employability and support sustainable livelihoods. However, we exceeded our target, with a total of 9,477 beneficiaries (4,286 men and 5,191 women) directly impacted by the programme. This figure includes 325 individuals who are living with various forms of disabilities (167 men and 158 women). By investing in skill-building and creating opportunities for young people, we are not only addressing youth unemployment but also fostering inclusive economic growth across communities.

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SBL



We instituted a number of impactful Learning for Life partnerships this year. First, we partnered with the Tanzania National College of Tourism (NCT) and celebrated the graduation of the first cohort of 109 students under the Learning for Life Hospitality programme. This milestone marked more than the completion of training; it signalled a bold shift in how we equip young Tanzanians with the skills needed to thrive in the country's fast-growing tourism and hospitality sector. Nearly half of the graduates (45%) have already secured employment across leading hospitality establishments, proving the programme's power to deliver real and lasting impact.

Additionally, in partnership with the youth-led NGO Bridge for Change, we launched a tailored Learning for Life program to address a critical commercial challenge in the Lake Zone. The initiative focused on a powerful but often overlooked group in the value chain: women stockists. Fifty women from across Mwanza, Tabora, Geita, Mara, and Shinyanga were trained in financial management, risk mitigation, business compliance, and customer relations. Delivered through practical and interactive sessions, the workshops empowered participants to take charge of their businesses, improve record-keeping,

enhance marketing efforts, and formalise their operations. The intervention, however, did not stop at training. Understanding that access to capital remains one of the largest barriers for women entrepreneurs, SBL brokered a strategic partnership with Vodacom to unlock up to \$6 million in monthly credit financing, demonstrating a shift from training to systemic impact. Early indicators show commercial uplift in both shipment and depletion growth across the North and West Lake Regions to date.

Furthermore, we continued implementing the Kilimo Viwanda Scholarship Program, which is a true beacon of success for SBL. Through our transformative partnership with the Ministry of Agriculture and the Ministry of Education, SBL empowers Tanzanian farmers through the scholarship program. Since its inception in 2020, the Kilimo Viwanda Scholarship program has benefited over 300 students in regions such as Kilimanjaro, Iringa, Kagera and Coastal areas. This year, we proudly continued this journey by awarding scholarships to 22 new students, marking our steadfast dedication to cultivating the next generation of agricultural experts.



When the programme was announced, I knew it was my chance. I had no academic certificate, but Learning for Life opened the door and my first real career path. Today I have skills, confidence, and a clear path into hospitality. Learning for Life turned opportunity into progress for me and for many young people like me without formal education.

Daudi Mwinyimvu



Before this training, I had limited knowledge about market dynamics or financial management. Now I plan with long-term strategies, and the SBL partnership with Vodacom M-Pesa gives me access to working-capital loans so I can buy inventory, bridge cash gaps, and run my business more effectively.

Flora Kimathi

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UBL

A total of 366 youth graduated from our Learning for Life program, of which, 211 were women. This program equipped them with business and hospitality skills which increase their chances of finding employment in the hospitality industry to improve their livelihoods. Every year about 400,000 young Ugandans come onto the job market to compete for approximately 52,000 available formal jobs. About 30% of the youths who are institutionally qualified in Uganda are unable to find jobs, and this situation is worse for semiskilled and unskilled youths.Learning for Life is helping to address these challenges.



Building a Thriving Hospitality Sector in East Africa through the Diageo Bar Academy



The Diageo Bar Academy (DBA) is a global community of professionals that offers practical resources and training from the best industry experts to help raise the bar in the hospitality sector. With a special focus on women participation, DBA delivers a variety of courses, both online and in-person and supports the development of a more diverse and inclusive

hospitality sector. Through DBA, we focus on upscaling the knowledge and capability of our bar staff, enabling them to better serve our consumers, and grow themselves professionally. DBA's core mission is to create a sustainable, inclusive, and thriving hospitality industry that works for all.

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Delivering Sustainable Economic Impact by Enabling a Diverse Supply Chain Across the Region

Beyond the boardroom, our focus on inclusivity extends throughout our supply chain. We Champion Inclusion and Diversity in the communities connected to our production sites and sourcing areas. At EABL, inclusive procurement is a core pillar of our sustainability and diversity strategy. We recognise that building a resilient, representative, and equitable supply chain is vital for our business and for the socio-economic growth of the communities in which we operate.

In F25, our flagship Raising Inclusion and Supplier Empowerment (RISE) initiative continued to drive meaningful change by increasing the participation of women, youth, and Persons with Disabilities (PWDs) within our supplier ecosystem. Through tailored capacity-building programmes, training, and access to procurement opportunities, RISE is creating pathways for diverse suppliers to grow and thrive. We deepened our partnership with WEConnect International to support women-owned businesses, providing

them with the skills and networks needed to scale their operations and compete fairly.

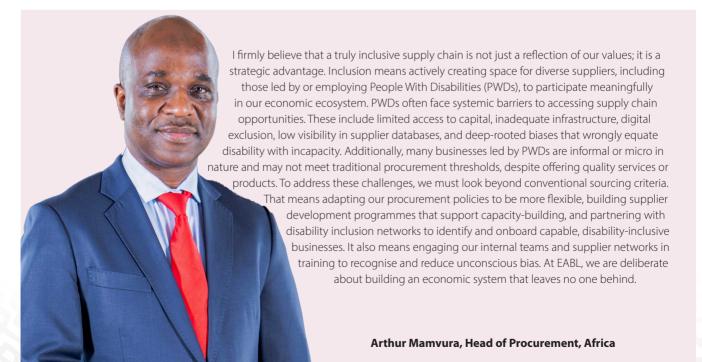
Additionally, our annual Suppliers Conference has further reinforced our inclusive procurement agenda, serving as a platform to engage our partners, share strategic priorities, and promote inclusive practices across the value chain. During the conference, we, in partnership with some of our suppliers, shared our experiences in working and engaging with PWDs across our operations. This reflects our commitment to building long-term, sustainable supplier relationships that extend real economic opportunities to historically underrepresented groups.

In addition, we deepened our partnerships with Sightsavers International and CARE International to reach more people living with disabilities across our operations.

Additionally, Sightsavers has been working with KBL since 2021 to establish and

grow farmer hubs to support smallholder sorghum farmers with and without disabilities to improve their productivity and economic empowerment through facilitating training and the offtaking relationship to KBL. In F25, the program had planned to provide Good Agronomical Practices (GAP) training to 533 smallholder sorghum farmers. At the end of the period, the program's targets had been exceeded, reaching 595 farmers across the country's Western regions of Migori, Homa Bay and Kisumu counties.

The training was designed to equip farmers with practical knowledge on improved sorghum production techniques, post-harvest handling, and sustainable market linkages targeting KBL. With a special focus on inclusion, the sessions prioritised farmers with disabilities, women, and youth, recognising their vital role in local food systems and economic development.



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Increasing Diverse Voices through Our Progressive Portrayal Practices

As one of the region's largest advertisers, we use our marketing to challenge stereotypes and commit investment to address the under-representation of diverse voices in media, making mainstream media more inclusive.

This year, our talent management team, in partnership with USIU-Africa, launched a digital marketing training program tailored for students with disabilities. The initiative aimed to bridge the skills gap in digital marketing and empower young people with relevant, marketable expertise. Through this collaboration, we successfully registered 35 students with disabilities to take part in a three-month training programme. Training and mentorship were delivered by a team from our Digital Marketing department, Digitribe. Out of the 35 students



who enrolled, 25 completed the course. Notably, four of these graduates have already secured internship opportunities with our partner organisations, who supported the program from inception. This pilot program stands as a strong testament to what inclusive partnerships can achieve, and we look forward to building on this foundation to create even greater impact.

Deepening Progressive Media Investment Globally, Sensor data shows that, on average, Progressive Media Investment (PMI) is twice to thrice more effective than non-progressive media. In F25, we achieved our highest target yet, closing the year at 9.4% PMI against total media spend, just slightly shy of the 9.5% benchmark we had set for the year, and an impressive 32% increment from F24. We partnered with Legacy Media to create progressive spaces in mainstream media, female-owned and operated platforms like 'What Women Want', endemic media like Signs TV, as well as contextual placements on display.



Our Brands Enhancing Progressive Portrayal Practices

Tusker

We also continued our longstanding partnership with Signs TV and our Tusker brand to spotlight Persons With Disabilities (PWDs) in sports and music, and co-created a new Podcast, created for and by PWDs. This podcast was born out of the need to have inclusive spaces for PWDs to discuss themes affecting the community, and together with Signs TV, aims to reach at least one million individuals.

Johnnie Walker

We delivered high-impact partnerships such as Johnnie Walker's 'She Walks' and Pink Media's 'What Women Want' Summit. This year marked the third edition of the summit which attracted over 3,000 attendees, featured over 80 speakers, and garnered wide media coverage, enhancing Johnnie Walker's brand visibility and reinforcing its commitment to supporting women empowerment initiatives.



Guinness

Guinness"Shine Stories' shed a spotlight on Pan-African female football fans, highlighting their contribution to the beautiful football communities, and elevating visibility and inclusion in the sport.



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Using the Power of Our Brands to Deepen Championing Inclusion and Diversity:

Johnnie Walker Doubles Down on Women Empowerment Across the Region KBL Powers 'What Women Want' 3.0







The 'What Women Want' 3.0 Summit successfully drew over 3,000 women from both local and international locations.



Primarily, KBL wanted to amplify the visibility and impact of the 'What Women Want' 3.0 Summit, a three-day conference attended by influential women from diverse backgrounds. These women addressed critical topics such as caregiving, the fight against femicide and more. The summit was held under the banner of Johnnie Walker's #SheWalks initiative, which celebrates and highlights women's achievements and endeavours.

Our key insight revealed that women are actively seeking safe spaces for empowering conversations where they can reclaim their narratives and elevate their voices, particularly through social media platforms. The 'What Women Want' 3.0 Summit successfully drew over 3,000 women from both local and international locations. The event featured over 80 speakers and received substantial coverage across both traditional and digital media channels.

Johnnie Walker Supports Mantalk.KE Podcast



Mantalk.KE and Johnnie Walker cemented a partnership designed to engage young men by fostering honest conversations around finances, emotional well-being, friendships, and other topics relevant to their lives.

During the year, we launched six episodes, creating a platform for Johnnie Walker to engage men in open conversations about topics that are often overlooked or left unspoken within the community. The partnership allowed the brand to connect with men in a culturally relevant way, extending its resonance beyond conventional channels. Through this collaboration, we've successfully challenged and disrupted traditional masculinity norms in Kenya.

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SBL Empowers Women through Johnnie Walker 'She Walks' Campaign

Johnnie Walker, a brand synonymous with progress and perseverance, has successfully redefined its narrative to 'SheWalks', a powerful platform dedicated to celebrating the bold strides of women across diverse sectors.

This transformative initiative not only honors women's milestones but also actively supports women-led events and partners with key platforms to inspire the next generation of female leaders.

At the heart of 'SheWalks' is a commitment to driving meaningful action towards inclusion and diversity. This vision was recently recognized at the prestigious Citizen Rising Women Awards, where the campaign was honored for its unwavering dedication to empowering women. The awards, held in partnership with Mwananchi Communications Group, spotlighted excellence and served as a beacon of inspiration for upcoming women leaders in various fields.

'SheWalks' aligns seamlessly with Johnnie Walker's premium positioning, targeting aspirational young professionals and high-net-worth individuals. The campaign leverages Gold Standard consumer experiences to amplify its message and has rolled out:

- Strategic partnerships with premium venues, lifestyle influencers, and media outlets to amplify the 'SheWalks' ethos.
- High-end events and VIP lounges featuring Ritual Serves and exclusive promotions reinforcing the brand's premium image while celebrating women's achievements.

'SheWalks' goes beyond recognition—it paves the way for more women to rise, lead, and leave a lasting impact. By digitizing women's journeys and celebrating their milestones, Johnnie Walker has created a movement that resonates deeply with its audience.

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Johnnie Walker Salutes the Fearless Women Leading the Future of Marketing in Uganda

ohnnie Walker, through the 'SheWalks' campaign, opted to honor the remarkable women in Marketing, in Uganda, who are shaping brands, driving consumer engagement, and breaking barriers in the industry. The brand hosted a unique event that brought together accomplished and emerging marketers from diverse sectors, including finance, Fast Moving Consumer Goods (FMCG), telecommunications, media, technology, hospitality, and the creative industries, for an insightful conversation on navigating the corporate world and claiming leadership roles. It was a night dedicated to empowering women to take the bold steps needed to secure their career and business aspirations.

Under the theme "Bold and Brilliant: Good Girls Don't Get the Corner Office," the discussion was led by a distinguished panel of accomplished women marketers. The panellists delved into critical topics such as navigating corporate politics, overcoming doubters, ensuring visibility for one's work, and standing out in competitive spaces. They also emphasised the value of mentorship, continuous self-improvement, and, most importantly, the power of creating one's own table, exploring entrepreneurship, and leveraging marketing expertise to build businesses.

"Marketing is a field that demands creativity, agility, and unwavering perseverance. Women in this space have faced challenges head-on, reinventing themselves, adapting to change, and proving repeatedly that they belong at the top. Their resilience is a testament to their brilliance, and we at Johnnie Walker are proud to celebrate their journeys. The journey to leadership is not a straight path, but by owning our brilliance and boldly stepping forward, we shape the future of the industry. Johnnie Walker is proud to walk the journey of Leadership with women."

Marketing and Innovations Director, UBL

Catherine Ndung'u,

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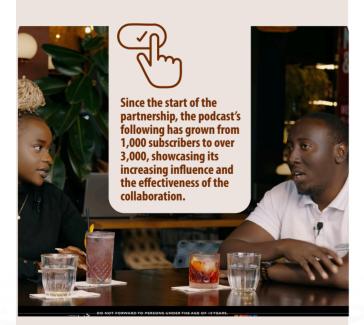
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Tanqueray: My Tech Story

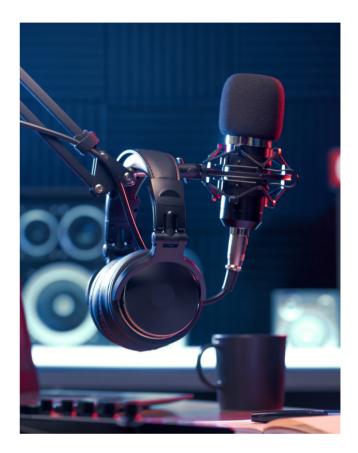
My Tech Story Africa is a rising female-led tech

podcast that highlights the journeys of professionals in Kenya and beyond. Powered by Tanqueray, this activation aims to support women in technology by amplifying their stories through a strategic media partnership. Africa's tech ecosystem is rapidly growing but remains underrepresented in mainstream media. Young professionals in this sector need a platform that authentically showcases their journeys and experiences.

My Tech Story has had a significant impact by adopting a regional approach, featuring guests from diverse demographics and psychographics across Africa. This diversity has broadened its appeal among tech audiences. Since the start of the partnership, the podcast's following has grown from 1,000 subscribers to over 3,000, showcasing its increasing influence and the effectiveness of the collaboration.



Say it Black & White Podcast



Black & White partnered with Homeboyz Radio for the #SayltWithBlackAndWhite campaign, which aimed to address the struggles men face in expressing their emotions. The campaign highlighted the barriers to men opening up and the profound impact of speaking out on their mental and emotional well-being. Men often face societal pressure to remain silent about their struggles, leading to mental health challenges that go unaddressed. The #SayltWithBlackAndWhite campaign encouraged men to break this silence and openly discuss their challenges, challenging the traditional "tough guy" narrative that perpetuates emotional suppression. The campaign targeted young to middle-aged men, leveraging social media amplification to foster conversations and position Black & White as a brand at the forefront of combating toxic masculinity and promoting emotional well-being.

The campaign's video featured prominent media personalities, which significantly boosted awareness around men's mental health. By using recognisable voices and leveraging mainstream platforms, the campaign successfully brought attention to an important issue and sparked meaningful conversations.

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Smirnoff's Battle of the Beats Campaign

Smirnoff partnered with leading media channels to promote the Smirnoff's Battle of the Beats campaign, SBOB, a platform designed to empower young male and female DJs to showcase their talents on a live show hosted by a female presenter on the Tribe 47 program aired on TV47. This initiative brought together key media partners, including TV47, Kiss FM, Homeboyz Radio, and Pulse Live.

In Kenya, the DJ industry is largely male-dominated. Through the inclusion of underrepresented groups, such as Persons With Disabilities (PWDs) and female DJs, Smirnoff demonstrated progressive values by offering a platform for lesser-known talents to compete, showcase their skills, and build their personal brands.



The compaign included a spensored TV activation that charge

The campaign included a sponsored TV activation that shared the stories of the DJs through interviews, allowing audiences to explore their backgrounds and witness their extensive DJ mixes as they competed for the grand prize. Additionally, a text-to-vote system engaged the audience, encouraging active participation in the competition and creating an interactive experience. The competition brought together DJs from different regions across Kenya, reflecting Smirnoff's "We Do We" slogan, which celebrates unity, diversity, and the power of music. By fostering inclusivity and showcasing a wide range of talents, the campaign successfully aligned with the brand's mission to inspire connection and joy through music.



Tusker Lager #UnleashHerVoice on Mdundo

Tusker Lager aimed to spotlight women in a traditionally male-dominated space: the music industry. It focused on highlighting the steps taken to overcome the barriers that upcoming female artists have faced through Mdundo, as part of the #UnleashHerVoice campaign.

The "Unleash Her Voice" campaign spoke to the younger female musicians, advocating

for inclusivity within the music industry. The campaign featured musical powerhouses within the Kenyan music scene, with their messaging empowering PWDs as well. It amplified the voices of female musicians by sharing their stories on audio streaming and download platforms. Through this inclusive media collaboration, Tusker promoted diversity and increased visibility for underrepresented talent in the music industry.

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Accessibility and Tusker Lager TV Partnership

Tusker Lager seeks to create a safe and lively space where youth voices thrive. Through the Hashtag Podcast, the initiative featured outspoken guests who are influencers, creatives, entrepreneurs, and activists, sparking relatable, empowering discussions that resonate deeply with today's youth and themes that affect People living with Disabilities.

The Hashtag is a weekly 45-minute-long podcast that has been developed from the successes of Uhai Festival (2018-2023), where youth with disabilities are yearning for more inclusive spaces to discuss themes that affect their community, provide a support system and society, such as finance, sports, music, governance and mental health issues, among other topics. Through partnership with Tusker Lager, we continue to ensure true inclusivity

Through the partnership with Tusker Lager, we continue to ensure true inclusivity and mass reach where every episode features an onscreen sign language interpreter to ensure the conversation is inclusive and accessible to all.

mass reach, where every episode features an onscreen sign language interpreter to ensure the conversation is inclusive and accessible to all.



Gordon's: Women in Film Awards

Gordon's partnered with Kiss FM and Sound City to celebrate female excellence in film through the Women in Film Awards (WIFA), a platform dedicated to recognising and honouring women in the film industry, in line with Gordon's commitment to supporting art and celebrating the achievements of female producers and directors.

Women are underrepresented in a lot of fields – film being one of them. As such, this was a proper opportunity to partner with WIFA on International Women's Day to amplify the voices of women in this space. Gordon's, being a predominantly female-targeted brand, was strategically situated to undertake this promotion. The campaign focused on storytelling through tailored radio mentions and brand amplification through vox pops and short videos to raise awareness on the misrepresentation.



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Manyatta Cider - Ngemi Festival



Pulse Kenya provided a platform to co-create International Women's Day narratives with Ngemi festival attendees. The campaign tapped into real voices and cultural celebration to transform a mainstream media space into a progressive storytelling stage. The activation included preevent story sets, live social media coverage, quickfire video interviews, and a native article exploring women's empowerment and inclusivity. Content was distributed across Instagram, Facebook, X, and WhatsApp, leveraging strong visual storytelling and community prompts, to deliver a strong performance, reaching over 141,000 users and generating 115,000 video views, translating to an exceptional 81% view rate.

The campaign included a sponsored TV activation that shared the stories of the DJs through interviews, allowing audiences to explore their backgrounds and witness their extensive DJ mixes as they competed for the grand prize. Additionally, a text-to-vote system engaged the audience, encouraging active participation in the competition and creating an interactive experience. The competition brought together DJs from different regions across Kenya, reflecting Smirnoff's "We Do We" slogan, which celebrates unity, diversity, and the power of music. By fostering inclusivity and showcasing a wide range of talents, the campaign successfully aligned with the brand's mission to inspire connection and joy through music.

WhiteCap Lager Partnership with East FM

Motorsport in Kenya lacks visibility for female voices. By partnering with East FM, a culturally relevant and community-trusted platform, WhiteCap authentically amplified underrepresented stories, extending inclusion beyond drivers to roles like motorsport photography. This partnership delivered against EABL's commitment to inclusive representation and proved that niche, community-driven media can deliver powerful brand alignment. It created culturally resonant engagement and visibility among minority audiences.



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O Looking ahead to F26:

As we look ahead to F26, we reaffirm our commitment to building an inclusive, diverse, and resilient supply chain that reflects the societies we serve. We recognise that true progress lies not only in what we produce, but in how we create value. By empowering women, youth, People with Disabilities, and other underrepresented groups to participate meaningfully, we actively contribute to sustainable economic growth. Our goal is to embed equity at every stage of our procurement process, scaling initiatives like Raising Inclusion and Supplier Empowerment (RISE) to ensure that inclusive sourcing is not the exception, but the norm. We will continue to invest in supplier capacity building, expand partnerships that drive opportunities, and remove structural barriers that limit participation. Our aim is to continue growing our spend with diverse suppliers year on year, serving as a model for what responsible, future-focused procurement can achieve.

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PILLAR: PIONEER GRAIN TO GLASS SUSTAINABILITY

ur business depends on natural resources, and we are directly affected by changes in climate and the related challenges of nature loss, particularly freshwater. Our thematic focus for this year, 'A Sustainable Future in Every Drop', reflects a deep commitment to embedding environmental stewardship and resource efficiency across every stage of our value chain—from sourcing raw materials to brewing, packaging, distribution, and post-consumer impact. 'Pioneer Grain to Glass Sustainability' is how we adapt to climate change and address nature loss throughout our supply chain, mitigating the risks associated with changing environmental and biodiversity factors.

Furthermore, circularity lies at the heart of our operations, driving innovations in sustainable packaging, reuse of materials, and responsible waste management. We are reducing our reliance on virgin materials and increasing recovery rates across our packaging formats, while also exploring new ways to extend product lifecycles and minimise post-consumer waste. In parallel, we are advancing our carbon reduction ambitions by transitioning to more sources of cleaner energy, in addition to our biomass and solar-powered plants, upgrading to energy-efficient technologies, and working with partners across the supply chain to track and lower emissions.



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he harsh reality is that we are operating in a water resource-constrained region. Over 226 million people in East and Southern Africa (47% of the population) have no access to at least basic drinking water services. The highest burden is in countries where we operate including Uganda - 27 million and Tanzania - 24 million. (UNICEF, Water and Environment).

In efforts to accelerate access to drinking water services in the region, financing is a major bottleneck which needs to be addressed. As EABL, whose processes are water-intensive, we understand that the sustainability of our operations is directly linked to the sustainability of our water resources and the well-being of the communities around us. This is why we have embedded water stewardship into both our community investment strategy and our operational excellence agenda.

Internally, we are making significant capital investments in water efficiency technologies to reduce, recover, and reuse water in our processes. Our next major milestone is the implementation of Zero Liquid Discharge (ZLD) technology, beginning with a pilot in Uganda.

This advanced water recovery system is expected to achieve up to 80% water recovery, allowing us to drastically reduce our freshwater intake and effluent discharge. This investment in Zero Liquid Discharge technology represents a step change in how we manage water, ensuring it is a recyclable resource. It reflects

our long-term commitment to responsible water use in a region where every drop counts.

From a community perspective, we continue to invest in WASH (Water, Sanitation, and Hygiene) programmes to extend access to clean water to underserved areas. These investments improve health outcomes, reduce time spent collecting water, particularly for women and girls, and enable more inclusive economic participation. Beyond the social return, they also support business continuity

by strengthening the resilience of the local workforce, fostering goodwill, and reinforcing our license to operate. We are committed to working with governments, development partners, and the private sector to close the financing gap for water access, because when communities thrive, so do we.

Anthony Jengar,
Group Supply Chain Director, EABL

226+

million people in East and Southern Africa (47% of the population) have no access to at least basic drinking water services.

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OUR STRATEGIC PLANS TO 2030	KEY PERFORMANCE INDICATOR	BASELINE YEAR F20	F24 ACTUALS	F25 TARGETS	F25 ACTUALS	PROGRESS TO DATE
Improve water efficiency in our operations by 40%. SDG alignment: 6.4	Litres of water used per litre of packaged product (I/I)	3.74	2.93	2.90	2.84	-24% from the baseline
Replenish more water than we use for our operations for all of our sites in water-stressed areas by 2026 SDG alignment: 6.1; 6.2; 6.6; 6B; 15.1	Volume of water replenished (m³)	0	403,908	485,605	747,956	2,082,806
Invest in improving access to clean water, sanitation, and hygiene (WASH) in communities near our sites and local sourcing areas in all of our water-stressed markets, ensuring there are empowered individuals, both men and women, supervising water committees. SDG alignment: 6.1; 6.2; 6.6; 6B; 15.1	Number of individuals in WASH Committees	N/A	310	210	275	585
Engage in collective action in all of our priority water basins to improve water accessibility, availability and quality and contribute to a net positive water impact SDG alignment: 6.1; 6.2; 6.5; 6.6; 6A; 6B	Water collective actions projects completed (%)	N/A	2	2	2	2
Become net zero carbon in our direct operations (Scopes 1 and 2) SDG alignment: 7.2; 7.3; 12.6; 13.3 7 timent len	Total direct GHG emissions (Scope 1&2) (kt CO2e)	56.2	20.6	23.8	19.6	-36.6 (65% reduction from baseline)

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OUR STRATEGIC PLANS TO 2030	KEY PERFORMANCE INDICATOR	BASELINE YEAR F20	F24 ACTUALS	F25 TARGETS	F25 ACTUALS	PROGRESS TO DATE
Achieve zero waste intended for landfill in our direct operations SDG alignment: 12.5; 12.6	Total waste to landfills (tonnes) from our direct operations	370.54	0	0	0	0
Increase the average recycled content in our plastic bottles to 35% by 2025, then deliver sequential improvement by 2030 where the quality and availability meets our needs SDG alignment: 12.5; 12.6	Percentage of recycled content in plastics (%)	0	0	35%	25.8%	25.8%



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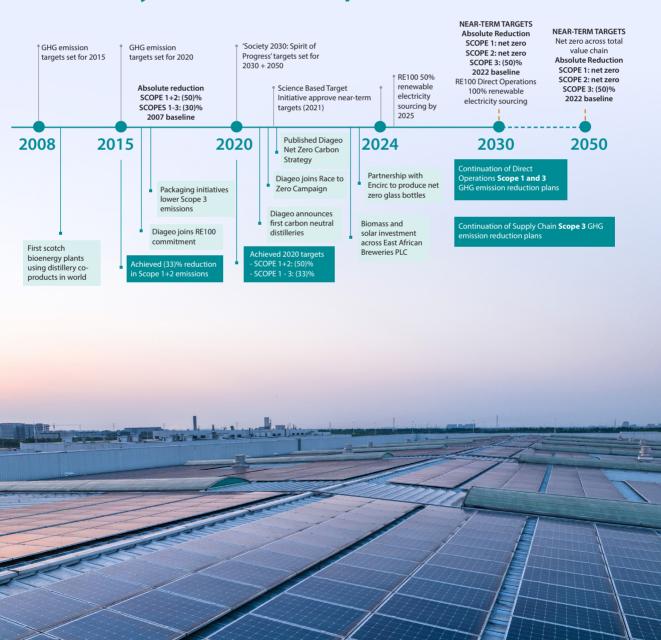
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How We Are Achieving Our Targets:

Driving Efficiency at Our Sites

Energy efficiency remains a foundational principle across all our operations—from plant-level energy audits and equipment upgrades to smarter logistics and greener fuels.

Our Pathway to Net Zero in Scope 1 and 2



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KBL

KBL's Supply structure is organised into four sites:

Tusker Site – Located at Ruaraka. our Tusker Site brews and packages beer, mainly the Lagers, Stouts and Ciders, as well as the Ready to Drink brands (RTDs). The beverages are packed in returnable glass bottles and kegs, with some brands packed in cans. Our Tusker Plant produces and packages beverages for both the local market and for export to the Great Lake Region, serving countries such as Rwanda and Southern Sudan. Some of the products, such as Kenya's most loved beer, Tusker, is also exported to the UK and US. The site is manned by about 2,000 full-time and contract-based employees, as well as service providers.





Kisumu Site - Named as Diageo's Best Brewery in 2022, the Kisumu Plant is located at Makasembo in Kisumu. The Plant brews and packages the Senator brand - Senator Dark and Regular - in returnable kegs. Unlike at the Tusker Site, where the grain is received and processed at the East African Maltings Limited, EAML, and then dispatched to the Tusker Site, the full production process - from receiving and handling of the grain, to the brewing of the beer - happens at the Kisumu site.

The raw material for brewing Senator Keg is sorghum, which is mainly sourced from a network of over 40,000 farmers in the Western Kenya region. Some of the brewing byproducts are returned to farmers, within the region, for use as dairy and poultry feed. There are about 400 full-time and contract-based employees, as well as service providers, working at the Plant.

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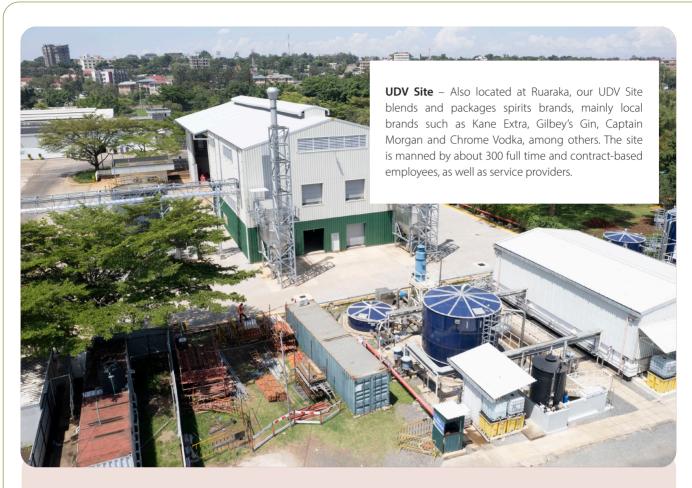
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East African Maltings Limited (EAML) -

Located at Nairobi's industrial area, EAML is an agri-business site that sources and processes grain, mainly barley and sorghum, for beer manufacturing. All grain used for beer manufacturing at the Tusker Site is received at the EAML site. Here, the sorghum is analysed and cleaned for dispatch to the Tusker Site, and the barley is malted and also dispatched to the Tusker Site for the rest of the production process. The site is manned by about 40 full-time and contract-based employees, as well as service providers who are experts in engineering and production.



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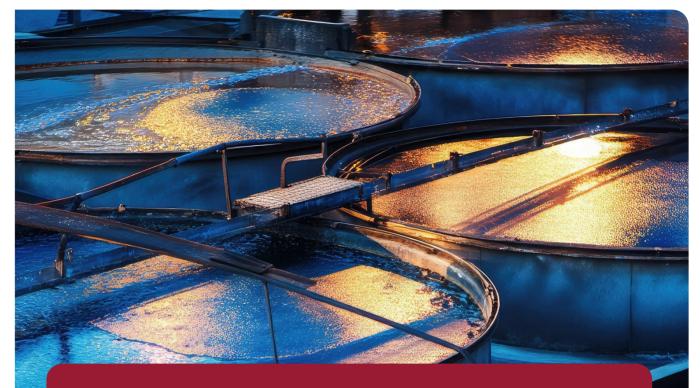
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Efficiency at Our KBL Sites

Following KBL's investment in state-of-the-art water recovery plants at the Kisumu and Tusker sites, we continue to treat the wastewater from our sites to recover water for use in operations via reverse osmosis. During the year, at the Tusker Plant, we recovered 233,416.3 m³, representing 17% of the total water use. At the Kisumu Plant, we have recovered 61,724 m³, representing 24% of water use. As a result of this, and other continuous improvement initiatives, Kenya delivered a water efficiency of 2.69 L/L of product packaged compared to 2.84 L/L in F24.

Additionally, following KBL's investment in Biomass plants at Tusker and Kisumu plants, we continue to utilise biomass materials for energy, contributing to a lower carbon footprint. In F25, our Tusker plant was awarded the best Energy Management Team Award by the Kenya Association of Manufacturers (KAM) at the annual Energy Management Awards, with Kisumu being the runner-up in the same category. Additionally, the Kisumu Plant was awarded the Energy Management Compliance Certificate by the Energy and Petroleum Regulatory Authority (EPRA). As a result of these efforts, in F25, KBL had only 6.1 kilotonnes of carbon emissions from our direct operations, a reduction from 7.7 kilotonnes in F24.

At EAML, we are consistently engaging directly with our farmers as part of our mandate to identify potential disruptions and ensure that our farmers, through the Agri business teams, have access to extension services.



233,416.3 m³

of water recovered during the year, at the Tusker Plant, representing 17% of total water use.



6.1 kt

carbon emissions had in F25 from our direct operations, a reduction from 7.7 Kilo tonnes in F24.

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UBL

UBL's Supply Structure consists of two sites: Port Bell Brewery and International Distilleries Uganda.

Port Bell Brewery – This Site is renowned for its production of some of Uganda's most loved beer brands such as Bell, Guinness, Pilsner and Smirnoff ready to serve range. The full brewing production process of the beverages is done at the site at which about 900 full-time and contract-based employees work.

International Distilleries Uganda – This Site produces UBL's renowned Spirit Brand, Uganda Waragi. Other brands, such as V&A, Gilbey's, and Don are also produced at the Site. There are over 70 full-time and contract-based employees working at the site.



Efficiency at Our UBL Sites

UBL has invested in state-of-the-art water recovery plants at the Port Bell Brewery and International Distilleries Uganda. The investment continues to yield significant water recovery results. During the year, UBL recovered 132,421 m³ representing 36% of water use. UBL has delivered a water performance KPI of 2.30L/L of product produced compared to 2.34 L/L last year.

UBL has also invested in a biomass plant and continues to utilise biomass materials for energy, contributing to a lower carbon footprint. In F25 UBL had **1.2 kilotonnes** of carbon emissions from our direct operations similar to F24

At UBL, some of our spirits products are packaged in Polyethylene Terephthalate (PET) bottles. Over the course of the year, we have increased the recycled content in the PET bottles to deliver a total recycled content of **25.80%** compared to 0% recycled content in F24.





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SBL

SBL's Supply Structure consists of three sites in Dar es Salaam, Moshi and Mwanza.

Dar es Salaam Site - Located at Chang'ombe, in Dar es Salaam's industrial area, the site produces some of Tanzania's favourite beers such as Serengeti Premium Lager and Serengeti Premium Lite. From the receipt of the grain, to analysing, cleaning it to the brewing of the beer, the end-to-end production of the beverages happens at the site, which is manned by about 198 full-time and contract-based employees working at the Plant.





Moshi Site – Our Moshi Site stands out within Diageo, and the wider manufacturing sector in Tanzania, as a Site that led in the recruitment of women in the brewing, and manufacturing sectors in general.

The Site continues to pride itself as the only Plant, within Diageo, to have a women-only-run Spirits Line. Spirits such as Bongo Don, Captain Morgan and Smirnoff Extra Smooth are produced at the Plant. Additionally, beer brands such as Serengeti Premium Lager, Serengeti Premium Lite, Kibo Premium, Guinness Smooth, Guinness Foreign Extra Stout and Pilsner Lager are produced at our Moshi Site. It is manned by about 182 full-time and contract-based employees working at the Plant.

Mwanza Site – The Mwanza Site stands out for the production of the Serengeti Premium Lager, Serengeti Premium Lite, and Pilsner Lager brands. As is the case with both our Dar es Salaam and Moshi sites, the Mwanza Site has also offered employment to hundreds of individuals within the region. There are about 140 full-time and contract-based employees working at the Plant.



Efficiency at Our SBL Sites

SBL's water usage ratio is at **4.06 L/L** of product packaged. We take a functional approach to determine our footprint as well as our exposure to various risks at our sites, and we are continually working on opportunities to reduce water use. We also use recyclable packaging materials, prioritising those with a lower environmental footprint.

By improving our energy efficiency, we are progressively reducing our carbon footprint. In F25, SBL had a carbon ratio of 83 grammes of carbon emitted per litre of product packaged compared to 89 grammes of carbon per litre packaged in F24. We are also looking at further reducing our carbon footprint by shifting our forklifts from fossil fuels to electric power. In the future, we are keen to follow in the footsteps of KBL and UBL and invest in biomass to fuel our operations.

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Our Scope 3 Commitment

At present, we are not reporting on Scope 3 greenhouse gas (GHG) emissions. This decision reflects the complex and evolving nature of Scope 3 accounting, particularly within the East African manufacturing context. Scope 3 emissions, those that occur across our value chain but outside our direct control, such as emissions from suppliers, distributors, product use, and end-of-life disposal, are inherently difficult to measure. These emissions often rely on extensive data collection and collaboration with third parties, many of whom may not yet have systems in place to track or report their emissions reliably. The challenge is compounded by limited access to consistent, high-quality emissions data across the supply chain. Many of our suppliers and logistics partners are small or mediumsized enterprises that may not yet have the capacity or technical tools to collect emissions data, and regional emission factors and benchmarking tools are still in development. Additionally, gaps in national databases and the absence of region-specific lifecycle assessment data further complicate accurate Scope III estimations.

We, however, acknowledge the critical importance of addressing Scope 3 emissions as part of our broader climate responsibility. To this effect, we have initiated the following:

- 1. Defined our Boundaries: across our supply chain, we are clear on the decarbonisation levers that we control and the solutions that require collaboration with others to progress. This includes:
 - **a. EABL-enabled projects:** Projects where we have the greatest control and confidence in delivery
 - **b. Selective engagement:** Projects that engage and influence external stakeholders
 - **c. Strategic innovation:** Projects that bring disruptive new products and approaches

- 2. Actively engaged with partners, industry associations, and sustainability experts to build internal readiness and collaborate on industry-wide approaches to value chain decarbonization.
- 3. Embedded emissions reductions in our logistics contracts we have a roadmap on renewing our fleet to reduce emissions from our logistics.

We acknowledge that realising transformation will require partnering for systemic change and delivering decarbonisation solutions in areas outside our direct control. Not all our suppliers and partners are at the same stage, nor is the necessary external infrastructure always available at scale. We recognise that policy frameworks and market signals are not always incentivising the necessary pace of change across all markets in which we operate. We are focusing on the areas where we can affect the biggest positive impacts across our value chain, partnering with others and advocating for change to unlock solutions to some of the external challenges we face.

Our immediate focus is on improving data collection, strengthening supplier engagement, and exploring regional methodologies that are fit for purpose. As frameworks and data availability improve, we are committed to incrementally incorporating Scope 3 disclosures into our sustainability reporting, aligning with international best practices.

Alongside our renewable energy transition, we have also invested in logistics optimisation to reduce emissions across our distribution network.

Collaboration as Critical to Driving Scope 3 Reductions

As part of our commitment to decarbonising our value chain, we have partnered with DHL to integrate lower-emission vehicles into our contracted logistics operations. DHL introduced 25 EURO 5-compliant trucks into our distribution network, a significant milestone towards transitioning to cleaner, more efficient logistics solutions. These vehicles offer improved fuel efficiency and significantly lower particulate and nitrogen oxide (NO) emissions compared to older models, contributing to both climate and air quality benefits.

Looking ahead, we are working closely with DHL to explore the phased introduction of EURO 6 trucks, aligning with international best practices for sustainable transport. This transition is being complemented by route optimisation efforts driven by our digital control tower in Kenya, which ensures more efficient deliveries, reduced fuel use, and minimised carbon footprint across our logistics operations.



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Planting Trees To Sustain Our Future

All three markets have embraced tree planting as part of our mandate in building a more resilient future. Tree planting is a sure way to mitigate against climate change effects.

At KBL in commemoration of this year's International Day of Forests, on March 21st, we launched a tree-planting initiative at our Microbrewery. Supported by some of our partners - Chania Cleaners Limited, Taka Taka Solutions and the Jones Lang Lasalle (JLL) real estate service providing company, we planted 500 trees.

In addition, the EABL Foundation, in collaboration with Nature Kenya, the Kenya Forest Association, and the Hombe community, took part in a large-scale tree planting effort in Hombe Forest. This initiative, aimed to restore ecological balance and protect vital water catchment areas.

Through the Kijani programme, EABL employees actively participated in the tree planting activities, demonstrating our collective dedication to environmental sustainability and climate action.

We also partnered with Stanbic Bank Kenya and made a joint commitment to plant 1 million trees over the next five years. Leveraging on the sustainability competencies and experiences of our organisations, KBL and Stanbic Bank Kenya will finance and support the funding of tree-planting activities and related initiatives. The key focus areas will be tree planting, community training on regenerative agriculture, sustainable water use practices and promoting alternative livelihoods to reduce pressure on natural resources.





The East African Breweries Foundation is the community investment arm of East African Breweries PLC (EABL), dedicated to implementing our Spirit of Progress agenda. The Foundation ensures that every shilling invested in our communities creates opportunities, builds resilience, and leaves no one behind.

Our work is anchored on three pillars:

Championing Inclusion & Diversity – empowering women and persons with disabilities through intentional, inclusive programmes.

Pioneering Grain to Glass Sustainability – supporting farmers, safeguarding water, and protecting the environment to secure livelihoods for generations to come.

Special Projects – providing urgent support in times of emergency and disaster.

Through these pillars, the East African Breweries Foundation reflects EABL's ambition to be one of the most trusted and respected consumer goods companies in East Africa — doing business the right way, from grain to glass, while making a lasting difference in the communities we serve.



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Project Rudisha

Rudisha is KBL's flagship recyclable and waste management programme that is designed to tackle the challenge of post-consumer glass waste. Through Rudisha, we are continuing to transition our Spirits business into a Returnable Glass Bottle (RGB) model, supporting a sustainable circular economy and drastically reducing our environmental footprint. In F25 Project Rudisha has:



25 million cases per month



Created
300+
green job opportunities



Launched the Just Right Smooth brand, an entry level spirit product that has

100% returnable packaging



Since inception in 2023, Rudisha has:

- Collected over **60 million** spirit bottles for reuse.
- Created over 600 green jobs, particularly in collection, cleaning, logistics, and redistribution.
- In Beer, we continue to optimise packaging and logistics for maximum reuse, reinforcing sustainability from production to consumption.

This initiative is helping us move closer to our commitment to achieving net zero emissions, while enabling income generation, reducing pollution, and reshaping consumer habits around responsible disposal. Importantly, by collecting and reusing genuine branded bottles, Rudisha plays a critical role in the fight against illicit alcohol, which often thrives on the use of discarded original packaging. By keeping our bottles within a closed loop, we are safeguarding consumer health and brand integrity.

Impactful Waste Management Projects Led by UBL

UBL staff conducted a clean-up exercise in Luzira and the Port Bell landing site in conjunction with the Luzira Youth Council and other partners. The exercise aimed to address sanitation concerns and improve plastic waste disposal at the landing site



We also joined the Green Action for Sustainable Production (GASP) to actively participate in sustainable waste management practices and environmental conservation within local communities. UBL, along with other companies like Crown Beverages Limited, Harris International Limited, and Mukwano Industries, aims to address the challenge of waste management through collective action. In March 2025, GASP hosted an event at Port Bell, Luzira (UBL's operational location), featuring a range of activities that began with community engagement in sustainable waste management. Volunteers and stakeholders participated in a clean-up drive, collecting and segregating waste to ensure its proper disposal. In addition to the clean-up activities, GASP donated garbage bins, wheelbarrows, and other equipment to the Luzira Landing Site community, reinforcing the importance of proper waste disposal and environmental conservation.

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Investments in WASH Projects

We champion inclusion and diversity in the communities connected to our production sites and sourcing areas. We work with WaterAid and CARE International to ensure that when we provide Water, Sanitation, and Hygiene (WASH) to communities in water-stressed markets, we also facilitate community dialogues to tackle social norms that prevent women's equal access to and use of WASH. We do this because we believe that women's decision-making in water management is crucial for sustainable development, particularly in Africa, where women are primarily responsible for water collection and use in households and agriculture. Empowering women to participate in water management decisions leads to more effective and equitable resource distribution.

KBL: This year we commissioned the Thakiki Water Project in Kikuyu Constituency. Through an investment of Ksh. 7.9 million, we implemented a long-overdue solution for water-scarce households in the region. The project brings to life a long-held dream for the Thakiki residents who have struggled for years to access safe, reliable water. Going beyond infrastructure, we combined technology, community training, and inclusive governance to ensure sustainable impact. This included the installation of a fully equipped solar pump and capacity-building sessions to empower residents, particularly women, in water resource management. Benefitting 2,000 residents, the borehole yields 10,000 litres of water per hour and has a storage of 24,000 litres.

Additionally, the EABL Foundation, in collaboration with the Kenya Wildlife Service (KWS), launched the Mt. Kenya Trails Sanitation Initiative. The project, which saw an investment of Kshs 4 million, aims to improve sanitation facilities along



the Narumoru and Chogoria trails, addressing the sanitation challenges faced by local communities and tourists. The initiative, inspired by EABL Executive Team's hike on Mt. Kenya, identified a critical need for improved sanitation facilities. Recognising Mt. Kenya's pivotal role as the country's largest water tower, the project underscores EABL's deep-rooted commitment to sustainable community development.

5BL: Since 2010, SBL has invested over **TZS 1.5 billion (Kshs 73.3 million)** in the development of 28 boreholes and other water infrastructure projects across Tanzania. This year we invested **Kshs 20.1 million** to construct two new water supply projects in Kwadelo and Hurui districts of the Dodoma region. Implemented in partnership with the African Community Advancement Initiative (AfricAi) and local government authorities, both projects broke ground in September 2024 and were fully commissioned by June 2025. With a combined capacity of 138,974 cubic metres, we also enabled the following infrastructure:

- Installation of submersible pumps
- · Construction of pump houses
- Cement block water storage tanks
- Over 15 new water points, integrated into an expanded pipe network linked to existing infrastructure

We are now supplying clean water to more than 19,000 people in Dodoma, improving health outcomes and reducing waterborne disease risks. We are also empowering communities, particularly women, who spend many hours looking for and collecting water for their families.

Additionally, as part of our partnership with African Community Advancement Initiative (AfricAi) in Dodoma, we trained 20



women in integrated water resources management. The training covered entrepreneurship and financial management, helping them build small businesses and improve household financial literacy. The women also received education on safe sanitation and hygiene promotion, effective communication, and environmental conservation, with a special focus on protecting local water sources through tree planting initiatives. Furthermore, the women gained knowledge and skills to identify, respond to, and prevent Gender-Based Violence (GBV) in their communities. The project also ensured that women played an active role in decision-making processes, enabling them to take leadership positions in managing their community's water resources.

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UBL: As part of its commitment towards ensuring accessibility to clean water and proper sanitation in the communities we operate, UBL invested over Kshs 28M in different water projects across different regions in Uganda. These included:

- One accessible sanitation facility for Bukoto market in central Uganda benefiting over 500 people. This facility includes 6 sanitation stalls, 2 Showers and 1 tap for safe drinking water which are available round the clock to the market community.
- 13 water projects spread across Eastern and Western
 Uganda which include 10 hand pump boreholes,
 one solar powered mini scheme production with
 three collection points, one water source production,
 construction, and distribution reservoir and one solar
 pumping uphill reservoir.



+Kshs 28M

Invested by UBL in different water projects across various regions in Uganda.



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Collective Action - Water for Life Projects

Under the Water for Life banner, we are implementing a series of community-based water projects aimed at providing safe, reliable and sustainable supply of water to communities across East Africa. We have brought safe, clean water to underserved rural communities, many of which once relied on distant ponds and seasonal rivers, forcing women and children to walk long distances daily.



KBL: We continued supporting the Upper Tana-Nairobi Water Fund Trust (UTNWFT) through our collective action partnership. In February this year, we visited the watershed and reflected on the tangible impact of our contributions which have significantly advanced conservation efforts in the Upper Tana watershed. Key initiatives included the construction of terraces on sloped farmland to prevent soil erosion, the distribution of super napier grass and fruit tree seedlings to restore forest cover and promote biodiversity, support for drip irrigation systems to improve water efficiency, and the construction of water pans to enhance water storage and accessibility. Building on this success, we further deepened our commitment by contributing an additional Kshs 54 million to the initiative on World Water Day in March this year. This funding will go towards expanding water access and strengthening the resilience of the watershed and its surrounding communities. Through our ongoing collaboration with the UTNWFT, government agencies, corporate partners, and local communities, we are advancing a unified approach to watershed conservation, helping to secure Kenya's water future for generations to come.

Restoring the Upper Tana: Turning Land, Water, and Communities Around

Our longstanding partnership with the UTNWFT is one that we are very proud of as it is a shining example of how collective action can secure the future of water, land, and livelihoods. Through integrated sustainable land management interventions, farmers, communities, and partners are rewriting the story of one of Kenya's most vital watersheds. One of the most powerful achievements has been in agroforestry. To date, over 479,000 trees have been planted, ranging from 94,000 fruit trees to 385,000 assorted agroforestry species. These trees are replenishing an estimated 903 million litres of water annually into the catchment, while greening the landscape. Instead of rainwater rushing away as surface runoff, taking with it soil, nutrients, and livelihoods, the trees now anchor the land, keep moisture in the soil, and feed the rivers in a steady, sustainable way.

KBL has supported local farmers in protecting their fields by planting 404 kilometres of grass strips across 26,966 farms, using improved Napier and Brachiaria grasses. Alongside this, over 175 kilometres of terraces have been excavated and stabilized, transforming previously degraded farmland into fertile, productive plots. In riparian zones, 17.5 kilometres of buffer strips have been established, scaling back cultivation from vulnerable riverbanks and restoring natural vegetation. In partnership with the Kenya Forest Service and Community Forest Associations, 125 hectares of degraded public forest have also been rehabilitated, ensuring that forests continue to play their vital role in climate resilience and water security.



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The story of resilience goes beyond the soil. Communities are now capturing and storing rainfall that once went to waste. Through the excavation and lining of 908 water pans, farmers now have the capacity to harvest and store 118 million litres of rainwater annually. This water, when used with efficient irrigation technologies, has the potential to transform productivity, enough to irrigate over 5,000 acres of vegetables each year

through sprinklers, or more than 6,000 acres using drip irrigation. In line with this, the program has installed 335 drip systems covering 84 acres of farmland. These kits are changing the game for smallholder farmers. They are boosting yields, reducing water waste, and ensuring that farming remains viable even during dry spells.

Every tree planted, every terrace dug, and every water pan filled tells a bigger story: one of communities taking charge of their future. Our partnership with the UTNWFT is a unique model that shows what can happen when farmers and partners work together. The real impact is felt not only on individual farms, but across entire landscapes. With over six million Nairobi residents depending on the Upper Tana watershed for their water supply, these interventions are a lifeline for both rural and urban communities.

The results so far are remarkable, but they are also just the beginning. By combining traditional knowledge, modern technologies, and collective action, the Upper Tana is being restored—one field, one riverbank, and one farmer at a time.



UBL: We launched the Elgon Pamoja Partnership, aimed at protecting the Mt. Elgon catchment area and promoting long-term water security in Uganda. The program, launched during the 2025 Water and Environment Week, received a commitment of **Kshs 36M** from UBL, spread over three years, to support water conservation and livelihood enhancement initiatives in the Sipi Sub-Catchment of the Mt. Elgon area. The Mt. Elgon region is as a crucial source of barley and sorghum, which are key ingredients for the brewery.

Kshs 36M

Commitment from UBL, spread over three years.

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Regenerative Sourcing

Farmers' Field Day at Purko, Narok County and the Launch of New Barley Seeds, Propino and Laurette

As part of our ongoing commitment to agricultural development and farmer empowerment, we partnered with the Cereal Growers Association to launch two superior barley seed varieties Propino and Laurette this year.

These new varieties have undergone rigorous testing and offer outstanding traits, including high yield potential of up to 7 tons per hectare, resistance to lodging, moderate resistance to common barley diseases such as net blotch and scald, and excellent malting quality attributes. Their introduction marked a significant step in securing the future of barley farming in Kenya, ensuring farmers have access to high-quality, reliable seed varieties that meet market demands and contribute to sustainable agricultural practices.

The launch event brought together farmers, agribusiness partners, and industry stakeholders for a dynamic experience that included guided tours of demonstration plots showcasing the new varieties, interactive exhibits, and knowledge-sharing sessions focused on modern farming techniques and best practices.

By investing in innovation and strategic partnerships, we continue to support our farmers not only with tools to boost productivity but also with opportunities to improve their livelihoods, demonstrating our purpose in action through real, economic empowerment on the ground.



Elgeyo Marakwet Thresher Handover - To Prevent Post-Harvest Losses

Kenya Breweries Limited (KBL) donated two state-of-the-art threshers to farmers in Elgeyo Marakwet in August last year. This initiative aims to reduce post-harvest losses and improve the overall efficiency of the harvesting process. The threshers were donated during a farmers' engagement initiative that brought together farmers, investors, and other stakeholders to promote the growth of the Elgeyo Marakwet agricultural sector.

Sorghum farming has been a cornerstone of economic support for over 40,000 smallholder farmers in Kenya, largely in marginalized localities, generating over Ksh. 2 billion annually. KBL purchases sorghum from these farmers as a vital raw material for its products. These farmers include women, youth, and Persons with Disabilities.



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Using the Power of Our Brands:

From Plastic to Paper: How SBL's Marketing Team Led an Eco-Conscious Revolution in Tanzania

In the bustling offices of SBL, a quiet revolution began — not with fanfare, but with purpose. Faced with rising environmental concerns and increasing demand for sustainability, the marketing team at SBL knew they had to go beyond crafting campaigns. They needed to take bold steps that would resonate beyond their brands into the heart of Tanzanian communities.

What started as a simple audit of events and activation materials revealed a game-changing insight. Plastic cups, widely used across brand experiences, were not only environmentally harmful but also surprisingly costly over time. The team realised that every toast raised at a concert, festival, or bar activation was leaving behind more than memories — it was leaving behind plastic waste that would outlast the moment it served.

Guided by our commitment to our sustainability strategy, Spirit of Progress, the Marketing Team led a transformative shift from

single-use plastic cups to biodegradable paper cups across all SBL's experiential activations. This was not just a material change — it was a cultural mindset shift.

The team began by identifying local suppliers who could meet both environmental standards and quality expectations. They partnered with a Tanzanian paper cup manufacturer who shared the brand's values and could deliver scalable, affordable solutions. This local collaboration reduced the carbon footprint in logistics and supported local industry — a win for both the economy and the planet.

Each cup was designed to reflect the vibrant spirit of SBL's portfolio. From the crisp refreshment of Serengeti Lite to the bold character of Guinness, all while being 100% biodegradable. The results are evident. Within a year, SBL reduced plastic usage at events by over 90%. Even more impressively, the move led to a 40% reduction



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Each cup was designed to reflect the vibrant spirit of SBL's portfolio. From the crisp refreshment of Serengeti Lite to the bold character of Guinness, all while being 100% biodegradable. The results are evident.

in overall production costs for event materials. By eliminating imported plastic and high disposal costs, the paper cup solution proved to be both environmentally and financially sustainable.

Beyond numbers, the most meaningful return was in the impact. Consumers across Tanzania began associating SBL brands not only with quality and enjoyment, but with responsibility and leadership. The new cups sparked broader conversations around environmental care and inspired others in the industry to rethink their practices. This shift has also opened new storytelling avenues for SBL, with sustainability now celebrated in both supply chain strategy and consumer-facing narratives. Digital campaigns, live activations, and influencer partnerships all reinforced the same



message: enjoying life responsibly means protecting the land that gives us so much.

In an era where consumers are driven by values, SBL's transition from plastic to paper cups is a powerful example of how marketing can lead, not just sell. Tanzania's events are now greener, cleaner, and more conscious — one paper cup at a time.

As marketers, we have always been tasked with creating unforgettable brand experiences, but today, unforgettable must also mean responsible. By replacing plastic cups with biodegradable paper cups, we proved that bold ideas can deliver both impact and efficiency. What started as a small change in how we serve a drink has grown into a movement that inspires our consumers, supports local industry, and protects Tanzania's environment. For us, this is marketing at its best. It's deeply rewarding to see consumers embrace this shift, not only as a better choice for the planet but also as a reflection of the values they want to live by. This is proof that sustainability is really about building enduring brands.

Henry Esiaba Marketing & Innovations Director, SBL



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WhiteCap at the Forefront of Water and Environmental Conservation

Water is at the heart of the manufacturing processes across our markets. One of our premium beer brands, WhiteCap Lager, has intentionally adopted the promotion of environmental stewardship and the ecosystem where we operate and source from, given its source of water from Kenya's mountain ecosystem.

WhiteCap's activities in F25 have been anchored on actively rallying stakeholders in forest conservation activities, community engagement and water protection. The efforts have been demanding, and the results have been rewarding.

Through our initiatives, such as the fencing project in Mt. Kenya and the Aberdare ranges, we have helped protect more than half a million hectares of indigenous forest, reduce illegal logging, habitat encroachment, and human-wildlife conflict.

Through our work and partnership with the Rhino Ark Trust Fund, 85,000 households have been protected from human-wildlife conflict, and 805 kilometres of electric fence have been built. We have also onboarded 184 schools to provide conservation education, supported the rehabilitation of six indigenous forests, and established two wildlife corridors.

The various initiatives have also generated local employment, with roughly one community-based ranger hired per 4km of fence.

Through our initiatives, such as the fencing project in Mt. Kenya and the Aberdare ranges, we have helped protect more than half a million hectares of indigenous forest, reduce illegal logging, habitat

encroachment and human-wildlife conflict.





85,000

households have been protected in human-wildlife conflict and 805 kilometers of electric fence have been built, through our work with the Rhino Ark Trust Fund.



Kshs 269M

raised from Rhino Charge challenge, went into environmental conservation in Mt. Kenya and the Western region.

Further, for the fifth consecutive year, we sponsored the Rhino Charge challenge – an off-road fundraiser aimed at raising funds for conservation. Our presence through our three dedicated teams – Geco Tribe chargers, Bush Babes and Charging Hippos - amplified our environmental conscious messaging that seeks to advance our commitment to sustainability and support conservation efforts. Through this unique motor racing event, we raised KSh269 million that went into environmental conservation in Mt. Kenya and the Western region.

Lastly, in order to expand our reach and impact, we have partnered with our outlets to distribute a seedling to each consumer who purchases a 'Bucket of WhiteCap' from our outlets around the country to create awareness for our sustainability efforts and goals. Each purchase signs them up for upcoming WhiteCap sustainability initiatives. This partnership has enabled us to distribute over 500 fruit seedlings between December 2024 and June 2025.

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Senator Marks 20 Years of Impact: 'Tuzidi Kuinuana' 20-Year Celebration



For 20 years, Senator has been more than just a beer; it has been a bridge of hope, connection, and progress for millions of Kenyans. The 'Tuzidi Kuinuana' 20-year celebration was a heartfelt tribute to this journey, rooted in Senator's enduring purpose: To enrich lives and uplift communities.

Through this campaign, Senator invested in 15 community-based organisations across the country — from Greencom CBO, which turns waste into life-giving fertiliser, to Green Thumb CBO, equipping youth with aquaponics skills, to Another Hope Koyombe, helping families access clean water. Each received Kshs 500,000, not just as funding, but as fuel for dignity, growth, and lasting change.

Over the past two decades, Senator has also stood firmly at the frontline of the fight against illicit and unsafe brews. In areas where

cheap, harmful alcohol once stole lives and futures, Senator has offered a safer, regulated, and affordable alternative, brewed with care and trusted in every pour. It has given consumers, especially in underserved communities, a path to safer choices and restored hope.

The anniversary celebrations were about pride revived in communities and futures rebuilt. Tuzidi Kuinuana became more than a slogan; it became a movement, a promise that together, we rise, no matter where we come from.

From the farm to the bar, from the city to the village, Senator is here to enrich lives, always.





How We Engage Our Stakeholders

Our 2025 Performance On 'Spirit of Progress'

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(O) Looking ahead to F26:

As we look towards F26, we remain focused on deepening our environmental stewardship across our entire value chain. Our ambition is to become a leader in low-carbon, resource-efficient manufacturing in East Africa, driving impact not only within our operations but across the communities and ecosystems we touch. A key priority on our journey is addressing Scope 3 emissions, which represent a significant share of our climate impact. These include emissions from our upstream suppliers, downstream logistics, packaging, and product use. Over the next two years, we will work to enhance data accuracy, build supplier engagement programmes, and partner across our ecosystem to co-develop low-emission solutions. We recognise that tackling Scope 3 requires collaboration, transparency, and bold thinking, and we are committed to playing our part.

We will continue to invest in renewable energy solutions, including expanding biomass and solar integration across our facilities, and push forward on our logistics decarbonization agenda through fleet modernisation and route optimisation in partnership with our logistics providers.