

Forewords from our Key Stakeholders across EABL	Messages from our Leadership	Our Sustainability Strategy at a Glance	Our Report Theme
Our Material Themes	Our Response To Our Material Themes	Our Approach to Reporting	Governance of 'Spirit of Progress'

Our Report Theme: A Sustainable

From the very first grain sown in the fertile fields of Western Kenya, North-Western Tanzania, and Eastern Uganda's sourcing regions, to that final satisfying sip of Tusker, Serengeti, or Bell beer savoured by our cherished consumers, EABL's Grain to Glass approach reflects a deep, integrated commitment to sustainability, quality, and shared prosperity. Our mission is to cultivate a purpose-driven ecosystem that connects employees, farmers, suppliers, partners, and customers in a value chain built on trust, transparency, and long-term impact.

This year, we take you on a guided journey through our value chain to demonstrate how integral sustainability is to our operations. At each stage of this journey, we embed environmental and social considerations in everything that we do. This enables us to deliver world-class products in a way that uplifts communities, protects natural resources, and contributes to resilient local economies.

In this regard, this year's theme – **A Sustainable Future in Every Drop** – is anchored on the third pillar of our Sustainability Strategy, 'Spirit of Progress', Pioneer Grain to Glass Sustainability.



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Future in Every Drop



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According to the United Nations Food and Agriculture Organisation (FAO), nearly 33% of global soils are degraded, leading to reduced productivity and increased dependence on synthetic inputs (FAO, 2015).



FARMING

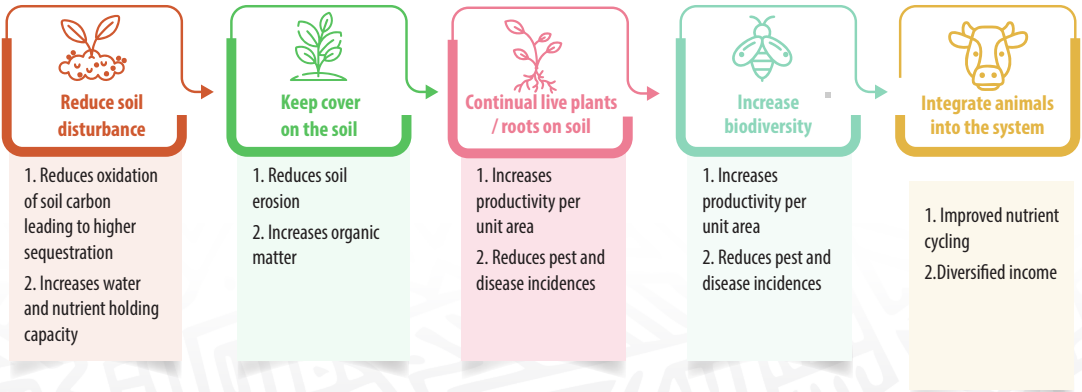
We are proud to pioneer regenerative agriculture with our farmers. Regenerative agriculture is a holistic farming approach that focuses on actively restoring and enhancing ecosystems. It focuses on improving soil health, increasing biodiversity, enhancing water cycles, and capturing carbon, all while supporting farmer livelihoods and long-term productivity. According to the Natural Resources Defence Council (NRDC), regenerative agriculture is a philosophy and approach to land management that asks us to think about “how all aspects of agriculture are connected through a web—a network of entities who grow, enhance, exchange, distribute, and consume goods and services—instead of a linear supply chain.”

Our agricultural supply chain is increasingly vulnerable to the intersecting crises of climate change, soil degradation, and resource scarcity. This poses long-term risks to food security, farmer livelihoods, and sustainable sourcing.

In parallel, agriculture is both a major contributor to and a victim of climate change—accounting for over 20% of global greenhouse gas emissions (IPCC, 2022), while being highly exposed to climate-driven disruptions. If left unaddressed, these challenges threaten the resilience of our supply chain and our ability to meet long-term environmental and economic goals. Conventional farming practices often deplete rather than replenish natural resources, accelerating the problem.

Regenerative agriculture offers a solution. By improving soil health, increasing biodiversity, and enhancing water retention, it helps mitigate climate risk, restore ecosystems, and improve farmer productivity, all while reducing emissions and input costs. As a result, we are investing in regenerative agriculture as a foundational strategy. This strengthens our Grain to Glass model while contributing to climate adaptation, community resilience, and the achievement of our Spirit of Progress commitments.

Pillars of Regenerative Agriculture – Why does it matter to us?



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We have so far set up 10 demonstration farms in Kenya (five in Eastern Kenya and five in Western Kenya) where our farmers can learn everything they need on each aspect of regenerative agriculture.



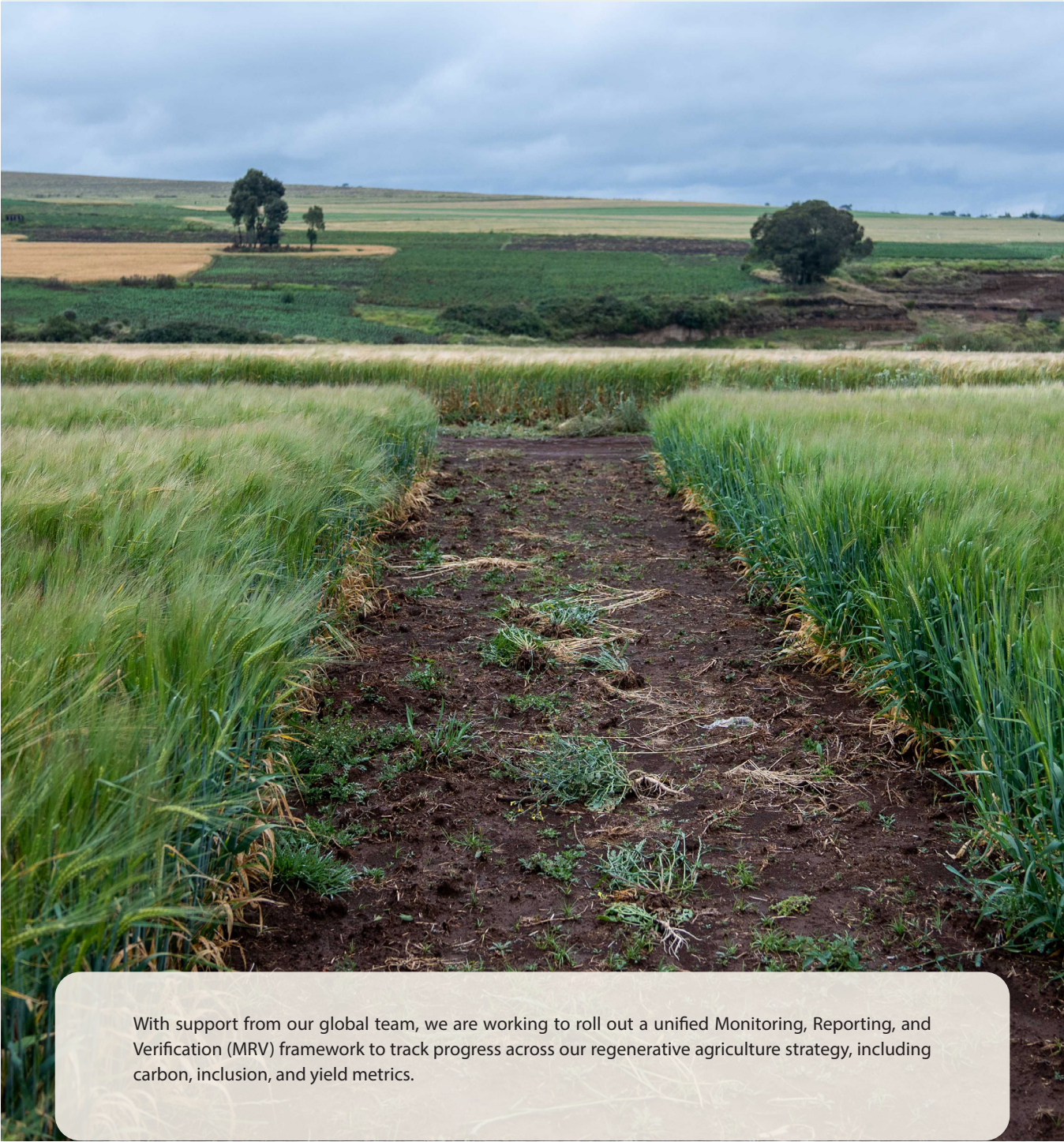
We piloted a high yield sorghum seed variety – 'Isidor' delivering two to three times more yield than traditional sorghum.



We support soil sampling to provide baseline and ongoing data to measure the health and productivity of their soils—and to track the effectiveness of regenerative practices over time.



Our farmers have experienced over 10% reduction in post-harvest losses.



With support from our global team, we are working to roll out a unified Monitoring, Reporting, and Verification (MRV) framework to track progress across our regenerative agriculture strategy, including carbon, inclusion, and yield metrics.

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20,000
Number of farmers engaged – over 20,000.

100%
of locally sourced grain.

SOURCING

In our “Grain to Glass” journey, the sourcing stage is critical. It forms the bridge between farming and production, ensuring that all of our raw materials including sorghum and barley, are procured responsibly, sustainably, and with traceability. This phase is where the company’s values start to translate into action across the supply chain.

- Traceability is a must:** Using digital tools and farm mapping technology, we have now mapped each of our sorghum-producing farms, capturing acreage, seed variety, training attendance, and post-harvest monitoring data. This approach enables us to trace exactly where our grains come from and how they were produced, creating accountability from Grain to Glass. In partnership with platforms like Koltiva, we are working towards generating long-range, predictive data that can guide decision-making across farmer segments and geographies. While currently used in Kenya, we aim to expand this capability to Uganda and other East African markets.
- Supporting our farmers through training and capacity building:** At the heart of our engagement model are our demonstration plots, which act as living classrooms for regenerative agriculture. Running for over five years, our demonstration plots are community-based learning hubs that walk farmers through the full cycle—from land preparation and planting to weeding, harvesting, and post-harvest handling. These plots also integrate best practices such as minimum tillage, crop rotation, and reduced chemical inputs. We have processed over 20,000 farmers through these sites, creating a seasonal learning ecosystem that combines training, experimentation, and peer-to-peer exchange. We also advise farmers on optimal

planting times and help them improve post-harvest quality, addressing issues like aflatoxin contamination and high levels of impurities caused by traditional threshing methods. Our goal is to equip farmers with the knowledge and confidence to adopt practices that are both sustainable and profitable.

- Fair and stable farmer contracts:** To create lasting value at the source, we prioritise fair, inclusive, and predictable sourcing relationships. We provide stable contracts that offer price certainty, timely payments, and access to agronomic advice.
- Process optimisation:** As part of our commitment to modernising the value chain, we have piloted mechanised threshers to reduce contamination and improve grain quality. The positive reception, especially among the youth, has sparked interest in offering these services as income-generating activities, expanding the model’s economic impact.
- Gender and inclusion – ensuring social equity in our sourcing:** We are intentional about embedding equity and inclusion into our sourcing strategy. Through our partnership with CARE Kenya, we are upscaling a successful pilot to mainstream more women sorghum farmers into our supply chain. This programme not only supports income diversification for women, but also builds long-term resilience in communities that have historically been underserved. We also support farmers with disabilities (PwDs) recognising that social sustainability is inseparable from commercial success. We are committed to designing systems that are accessible, inclusive, and empowering for all.



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I have been partnering with KBL since 2018, when I was a farmer planting sorghum on less than one acre. Soon into the journey, I became an aggregator, with around 50 farmers in Kisumu. I had a lot of challenges in the beginning, mainly due to the fact that there were not enough farmers in Kisumu growing sorghum. However, I can confidently say that I have overcome those challenges. KBL has really invested in me. It has given me multiple trainings, taking me as far as Meru to learn the intricacies of sorghum farming so that I could come back to Kisumu with new knowledge and experience to train more farmers on sorghum farming. When I started as an aggregator, I worked with 50 farmers and now I am working over 1,850 farmers who are mostly women in five different sub-counties in Kisumu. I am now planting sorghum on more than five acres, which is a big jump from when I started in 2018.

Rolly Atieno – Kisumu

I have been a barley farmer working with KBL for over five years, and the experience has truly transformed the way I farm. KBL has invested in educating us through regular seminars, where we've gained valuable knowledge on the proper use of chemicals, including how to select, manage, and apply them correctly. Before, I was making many mistakes that affected my yields, but since these trainings, I have seen significant improvements. My yield has improved, and I am able to educate my neighbours as well. Now, our focus is on improving our soil so we can continue to grow even better harvests in the future.

John Paul Munene – Molo

Farming sorghum for Uganda Breweries has been a journey of learning and persistence. Despite challenges like poor seasons and lack of capital, I have now recruited other women to farm with me so that, together, we can benefit from the ready market provided by Uganda Breweries and improve our lives.

Beatrice Achibu – Farmer

With training, seeds, and access to bank credit supported by Uganda Breweries, I've expanded my farming, paid tuition for my children, and even built a house. I encourage women to join sorghum farming because the market is always ready, and it can transform lives.

Harriet Biwaga – Farmer

Supplying sorghum to Uganda Breweries has given me a ready market, which helps me support my family with school fees and healthcare. I encourage women to join farming because when you empower a woman, you empower the nation.

Amia Agnes Lucky – Farmer



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In Uganda, we are piloting a Zero Liquid Discharge (ZLD) facility designed to recover up to 80% of the water used in processing.

PROCESSING

As a resource-intensive phase in our value chain, processing presents a critical opportunity to drive environmental efficiency and operational excellence.

- Typical activities in processing include:
- Inspection, sampling and lab analysis.
 - Offloading, cleaning and storage in silos.
 - On grain need basis, dispatching grain to the brewing area and quality control check points before offloading to brewing silos. For barley, it is dispatched to the brewing plant as either barley or malt, which is germinated and dried grains activated into enzymes.
 - Weighing and milling according to the intended product.
 - Mashing - mixing grain with water to extract fermentable sugars.

Throughout these processes, we are committed to reducing our water and energy footprint by implementing sustainable interventions in our processing facilities. From grain cleaning and malting to mashing and pre-brewing stages, we

are implementing solutions that minimise waste, conserve natural resources, and lower emissions without compromising product quality or food safety. Our approach focuses on process innovation, circular resource use, and investment in technology that supports our long-term water and climate stewardship goals.

Water stewardship:

In response to growing water stress across our operating regions, we are scaling our commitment to water conservation through the installation of advanced water recovery systems. In Uganda, we are piloting a Zero Liquid Discharge (ZLD) facility designed to recover up to **80% of the water** used in processing. This is a major step towards our vision of closed-loop water use, where water is treated, reused, and recycled within our facilities. We are also exploring how the by-products of water treatment, such as sludge, can be repurposed by nearby farming communities as organic fertiliser, further reinforcing our circularity goals and generating economic opportunities.



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Since the commissioning of our Water Recovery Plant in F21, with a capacity of 3,400m³, we have successfully recovered over 593,000m³ of water. Without this system, we would have been competing with the community for water, but now, more is available for everyone. Today, 20% of our total water footprint is met through recovery, and we maintain 100% compliance with environmental quality standards, enhancing both our operational efficiency and our reputation.

I take pride in knowing that the work we do preserves our catchment areas and gives back to the community. We are living on a borrowed Earth, and anything we can do to protect it, we must do. This Plant has become a model for others, attracting stakeholders from all over who come to benchmark against our technology, from Coca-Cola to Kisumu Water and Nairobi Water Authorities.

In Kisumu, we recover 758m³ per hour; in Nairobi, 1,200 m³ at 80% recovery rate; and in Kampala, 1,080m³ at 80% recovery. Additionally, we are closing the final 5% gap to achieve full emissions reduction, with plans to invest in electric forklifts, solar panels, and agricultural waste-to-energy solutions. These innovations are not just about efficiency, they're about creating new value chains and inspiring others to follow suit, and that makes me proud.

Robert Adwar,
Asset Care Manager - Utilities & Facilities



Energy Efficiency:

As part of our journey to net zero emissions, in 2022 we invested in three biomass plants – two at KBL and one at UBL. We continue to utilise biomass materials for energy, contributing to a lower carbon footprint.

In addition, we are transitioning to electric forklifts, starting with two units already deployed at our spirits facility in Uganda and six in Kenya. A similar investment is being made at our plants in Tanzania. Over the next two to three years, we aim to invest in more electric forklifts to eliminate the use

of diesel and Liquefied Petroleum Gas (LPG) forklifts entirely, contributing to a significant reduction in on-site emissions. Early data shows this transition will deliver substantial fuel and emissions savings, and we are working with our team to quantify and report these benefits.

We also have a long-term plan to invest in biomass plants at our sites in Tanzania. In the interim, we are progressively reducing our carbon footprint by improving energy efficiency at our plants.

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69.3%

69.3% reduction in Scope 1 and 2 emissions from 2020 as a result of decarbonising our operations.

PRODUCTION/BREWING

We think of processing as “preparing the kitchen”, and brewing as “cooking the meal.” Brewing is a highly technical stage of production, which we have spent years perfecting.

We pioneered the use of biomass to power our boilers in 2022, and have since made substantial reductions in our Scope 1 and 2 emissions. We are now expanding our sourcing of biomass fuel to include the innovative use of seasonal materials like pinecones and damaged wooden pallet to power our boilers. All biomass sourcing is done on the basis of certified and traceable supply to ensure sustainability and resilience. Beyond traceability, we source our biofuels within a 150km radius of our facilities, to ensure that we prioritise local suppliers and spur the local economy. Most of our biomass suppliers, about 80%, are women, creating jobs and

opportunities for women along our value chain. Furthermore, in Kenya, we are piloting the use of biofuels to replace diesel generators, while working with suppliers in Tanzania to assess availability and long-term feasibility.



For the past three years, we’ve supplied a full range of biomass materials that include wood chips, sawdust, macadamia shells and pinecones. In fact, we are now exploring new options like wood pellets as an additional source of biofuels. Working with EABL has been a game changer for our business - our volumes really expanded when the partnership began as the demand is high to meet their production requirements. This has been a bit of a challenging year, given the tough economic times in Kenya and growing competition to supply biofuels, but we are grateful for the continued partnership. As a vegetation scientist, I hold myself to the highest standards of sustainability. I cannot, and will not, engage in practices that are not replenishable. Everything we do must safeguard tomorrow and ensure that future generations inherit a thriving environment. I believe more businesses need to adopt this mindset. Our responsibility is not just to deliver products today, but to lead in protecting the resources that make our work possible.

Professor Samuel Kiboi – Biomass Supplier, Ruiru

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PACKAGING AND CIRCULARITY



Packaging plays a vital role in protecting product quality and enabling distribution. It is also a substantial contributor to global waste, resource depletion, and carbon emissions. With increasing pressure on landfills, rising material costs, and the environmental toll of single-use packaging, the need for sustainable and circular packaging solutions has never been more urgent. At the heart of our approach is circularity.

Circularity: the principle of designing out waste and keeping materials in use for as long as possible through reuse, recycling, and recovery.

Circularity matters because it transforms packaging from a one-time use item into a regenerative asset, reducing demand for virgin materials, lowering energy use, and cutting greenhouse gas emissions. It also unlocks opportunities for innovation, local economic participation, and long-

term cost efficiency. As stewards of the full value chain—from Grain to Glass—we are committed to rethinking packaging as a system: one that must be responsible by design, regenerative in practice, and inclusive in impact.

- We are working towards increasing recycled content in our clear glass bottles, targeting at least 50% recycled content, which significantly reduces the energy required for glass production.
- We are advocating for a shift towards recyclable or plastic pallets, treating them as reusable assets, rather than disposable consumables, especially for imports and spirits handling.
- We are also capturing ash from our biomass operations as an organic input for farming, and exploring how used oils and sludge can be turned into farm-friendly inputs.



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As the Spirits market leader, we concluded and scaled the pilot of Project Rudisha. The project allows us to run a sustainable Spirits glass business, shifting 100% from One Way to a Returnable Glass Model.



Project Rudisha

The Spirits category consumption is largely one-way with empty bottles either being retained by outlets or, discarded as waste when taken away for in-home consumption. As the Spirits market leader, we concluded and scaled the pilot of Project Rudisha. The project allows us to run a sustainable Spirits

glass business, shifting 100% from One Way to a Returnable Glass Model. We envision Project Rudisha being a critical enabler of our Scope 3 reduction targets. In addition, it allows us to reduce our energy consumption, lower our business costs, and decrease our contribution to landfills.

As a young person who was unemployed, I am really happy to be a part of Project Rudisha. Used bottle collections have given us a dignified way of earning a living and meeting our basic needs, as well as supporting our families. We are ready to work, in fact, we are very happy to be given work.

Suleiman Nyunawi – Voi

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DISTRIBUTION



↓20%
In most projections, meeting global Net Zero targets, requires the distribution industry to reduce emissions by 20% before 2030.



Getting our products from our production sites to our customers (EABL distributors) is the next step in our journey. The Distribution and Logistics sectors significantly contribute to global greenhouse gas emissions every year. Road freight is a major emitter within this sector, with trucks responsible for a substantial portion of these emissions. In most projections, meeting global net zero targets, requires the distribution industry to reduce emissions by 20% before 2030. Sustainable distribution practices are essential to achieving these reductions and mitigating environmental impact. We are doing our part in figuring out the best ways to make substantial reductions, as well as bring players across our value chain along the same journey.

While we have a long way to go, we have made significant strides in reducing emissions and improving efficiency across our distribution network. In partnership with DHL, we have successfully integrated 25 EURO 5 low-emission trucks into the fleet serving our operations. EURO 5 trucks are engineered to produce significantly

lower nitrogen oxide (NO) and particulate matter emissions compared to older models. Their adoption contributes directly to reducing our Scope 3 emissions. This marks a key milestone in our transition to cleaner logistics, with plans already underway to adopt EURO 6 standards in future logistics contracts, setting a higher benchmark for fuel efficiency and emissions performance.

Additionally, we are working closely with our third-party logistics vendors to right-size transport capacity. By replacing 18-tonne trucks with 30-tonne vehicles, we are optimising load efficiency and reducing the number of trips required to move the same volume of goods. This initiative is supported by the rollout of a digital control tower in Kenya, which enables real-time route optimisation and fleet coordination. Together, these interventions are driving tangible reductions in distribution-related carbon emissions, lowering fuel consumption, and delivering cost savings across our logistics ecosystem.

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Through our partnership with Uber as one of our key delivery partners, we've introduced electric bikes for bar deliveries—a move that's both efficient and sustainable. The e-bikes are already in use for part of our delivery operations, starting with a successful launch in Nairobi. Our goal now is to scale this service to other towns in Kenya, ensuring that our partners can also take the lead in driving this greener, more innovative way of getting our products to consumers. Next year, we hope to expand this initiative to our business in Tanzania and Uganda and start tracking more detailed metrics, specifically around how many bikes we use, and emissions avoided.

Samuel Ndunda, Head of E-Commerce, EABL



I have been a proud distributor for EABL for the past 20 years, and the partnership has been both rewarding and impactful. Beyond business, EABL has actively engaged us in its sustainability initiatives, including Project Rudisha, which has deepened our own commitment to sustainability. They also invest in our growth through regular training and capacity-building sessions, always ready to address gaps and strengthen our capabilities. This continuous support has not only enhanced our operations but also strengthened our shared vision for a responsible and sustainable future.

Shadrack Oriah – Distributor, Tony West Ltd.

For almost three decades now, (we will have partnered with EABL for 30 years on the 1st of January, 2026) my experience with EABL has been defined by unwavering support and genuine partnership. Numerous times, EABL has offered us stock loans with extended repayment terms, which eases financial pressure and gives us room to breathe. They also provide dynamic sales acceleration activities that keep our business thriving. EABL has always stood by us. Their open, transparent communication fosters a smooth working relationship built on trust, making us feel less like clients and more like true partners on a shared journey.

Leah Njoroge – Distributor, Ishano

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CONSUMPTION



Sustainability is no longer a niche concern; it is a growing expectation among consumers worldwide, especially in our sector where environmental impact is most visible. A 2023 McKinsey & Nielsen IQ study found that 78% of global consumers consider a sustainable lifestyle important, and products making ESG-related claims contributed to 55% of overall category growth in fast-moving consumer goods. In the manufacturing sector, especially food and beverage, more than 60% of consumers report that sustainability-related packaging and sourcing claims influence their purchasing decisions (BCG, 2023).

This trend is particularly pronounced among Millennials and Gen Z, who expect brands to lead with purpose and accountability. In all of our markets where we source and operate, sustainability is increasingly linked to product trust, local relevance, and quality. Consumers are not just buying products—they are buying into the values behind them. As a result, manufacturers that embed circularity, traceability, and low-impact production into their operations are better positioned to build brand loyalty, command price premiums, and future-proof their growth.

I've been in business for six years, and I've always chosen to stock only KBL beer. Every time, I buy four to five barrels, knowing I'm getting the real thing—original, high-quality, and never doctored. KBL beer moves fast because consumers trust it; it's not illicit, it's the genuine brew. In my view, you're simply the best.

Salome Kirigiti, Outlet: Kirigiti Ruui Bar

As clearly outlined, sustainability is truly at the heart of who we are. Be it regenerative agriculture and responsible sourcing, to efficient production, sustainable packaging, and circular reuse, we are living out our theme "A Sustainable Future in Every Drop". As we scale our ambitions under Spirit of Progress, the Grain to Glass journey remains our foundation, ensuring that every bottle we produce is a story of progress, collaboration, and sustainability in action.