

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'

Messages from Our Leadership



How We Engage Our Stakeholders	Our 2025 Performance On 'Spirit of Progress'	Summary of Our Progress	Managing Climate Related Risks and Opportunities
Doing Business the Right Way	Embedding Sustainability Across the Organisation	Awards and Recognition	GRI Content Index



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Message from the Group Chairman



Our commitment extends beyond compliance. It is grounded in the understanding that sustainability is a cornerstone of business resilience and continuity. From biodiversity loss to social inequality, today's externalities are tomorrow's material risks.



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As Chairman of the East African Breweries PLC (EABL) Board, I have had the privilege of overseeing EABL’s deepening commitment to sustainability, not as an aspirational goal, but as a fundamental driver of long-term value.

The external environment continues to evolve rapidly, with accelerating climate impacts, shifting regulatory expectations, and increasing societal demands for responsible business practices. In this context, the role of the Board is more critical than ever. We are committed to providing active stewardship and strategic oversight that ensures our company is well-positioned to navigate risks, capitalise on emerging opportunities, and fulfil our duty to all stakeholders.

Over the past year, the Board has further strengthened its governance frameworks for our sustainability strategy, which encompasses environmental, social, and governance (ESG) considerations. Our oversight mechanisms for sustainability performance included the continued integration of sustainability reporting into our Board committee mandates and quarterly structured reporting from management. Importantly, we have begun to engage experts to align our governance and disclosure practices with the International Financial Reporting Standards (IFRS) Sustainability Disclosure Standards – specifically IFRS S1 and IFRS S2. This alignment will help us enhance transparency, comparability, and accountability, enabling our investors to better understand the long-term resilience of our strategy.

Our commitment extends beyond compliance. It is grounded in the understanding that sustainability is a cornerstone of business resilience and continuity. From biodiversity loss to social inequality, today’s externalities are tomorrow’s material risks. We are investing in the governance structures, data systems, and leadership capacity needed to manage these risks effectively while delivering shared value.

One of the Board’s key priorities has been to ensure a clear line of sight between our Sustainability Strategy, Spirit of Progress, commitments and core business outcomes.

This includes oversight of how ESG risks are being embedded into enterprise risk management and capital allocation. It also involves supporting management in developing sustainability-linked performance metrics and internal accountability mechanisms that go beyond reporting, towards real behavioural change.

As a Board, we are also attuned to our role in shaping the culture of the organisation. We continue to champion integrity, transparency, and purpose-led leadership. We encourage bold thinking and responsible innovation – qualities that will define the future of development on our continent.

Our fifth Annual Sustainability Report is a reflection of the work we have done to date and a reaffirmation of our belief that sustainable business is indeed smart business.

Looking ahead, the Board remains steadfast in its commitment to creating long-term value. This means staying the course on our Spirit of Progress ambitions, supporting the executive team to deliver impact at scale, and ensuring that we remain responsive to stakeholder expectations across our markets. It also means taking a leading role in shaping the future of disclosure, governance, and accountability in our sector. I invite all our stakeholders to engage with our journey, hold us accountable, and walk with us as we build a resilient, inclusive, and climate-conscious future for the generations to come.

Dr. Martin Oduor-Otieno, CPS
Group Chairman



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Message from the Group MD & CEO



The theme of our report is ‘A Sustainable Future in Every Drop’, showcasing the work that we have done to ensure that our entire value chain is sustainable. It is anchored on the third pillar of our Sustainability Strategy, ‘Pioneer Grain to Glass Sustainability’.



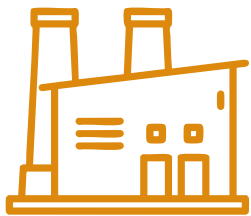
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I am proud to present our fifth Sustainability Report, which outlines our progress against the targets that we have set ourselves for our Sustainability Strategy, Spirit of Progress.


As EABL, we see clearly how the convergence of climate, technology, social equity, and regulatory expectations is reshaping our industry. We have, therefore, embraced bold steps in how we operate, engage, and grow.

The theme of our report is 'A Sustainable Future in Every Drop', showcasing the work that we have done to ensure that our entire value chain is sustainable. It is anchored on the third pillar of our Sustainability Strategy, 'Pioneer Grain to Glass Sustainability'.



70%

I am proud to report that over 70% of our manufacturing operations have already transitioned to renewable energy.



We continue to actively integrate climate and water conservation planning into our business strategy. This focus helps us cement the resilience of our operations, ensuring that we remain agile and responsive. I am proud to report that over 70% of our manufacturing operations have already transitioned to renewable energy. This tangible shift not only supports our net-zero goal, by 2030, but also strengthens our operational resilience against future energy volatility and regulatory shifts.

In F25, we further deepened our efforts to embed sustainability across our value chain. This includes leveraging the power of partnerships with our various business partners – suppliers of raw materials, equipment and other inputs, logistics and transport providers, distributors as well as various Spirit of

Progress programs partners. To this end, a number of our logistics and transport partners have modernized their fleet leading to reduced emissions, and together we are making progress in our journey to become net zero.

Additionally, our Sustainability Strategy, Spirit of Progress, is informed by various stakeholders. We conduct regular reviews of our material topics with our primary and secondary stakeholders to ensure that our interventions are well mapped to existing priorities.

We engage in a structured way with our employees, government and regulators, customers, consumers, and the communities we serve. Through these partnerships, our sustainability actions are designed to demonstrate leadership as well as drive collaboration. In this way, we can accelerate impact at scale.

I am also proud of how our teams across all markets have embraced sustainability as a shared responsibility. We have fostered a culture of purpose-driven performance, where environmental and social impact are embedded in daily decision-making. We have also invested in training and development to equip our leaders and staff with the knowledge and skills to lead in this new context.

Looking ahead, we will continue to strengthen our data systems and deliver integrated reporting that reflects the full picture of our performance. To this end, we are preparing for the next wave of sustainability regulation, ensuring that we remain a trusted partner and a responsible corporate citizen.

Together with our partners and stakeholders, we continue to be committed to shaping a sustainable and inclusive future that creates opportunities for all. This report is, therefore, both a reflection of what has been achieved so far and a signal of our future direction.

Jane Karuku, MGH
Group MD & CEO



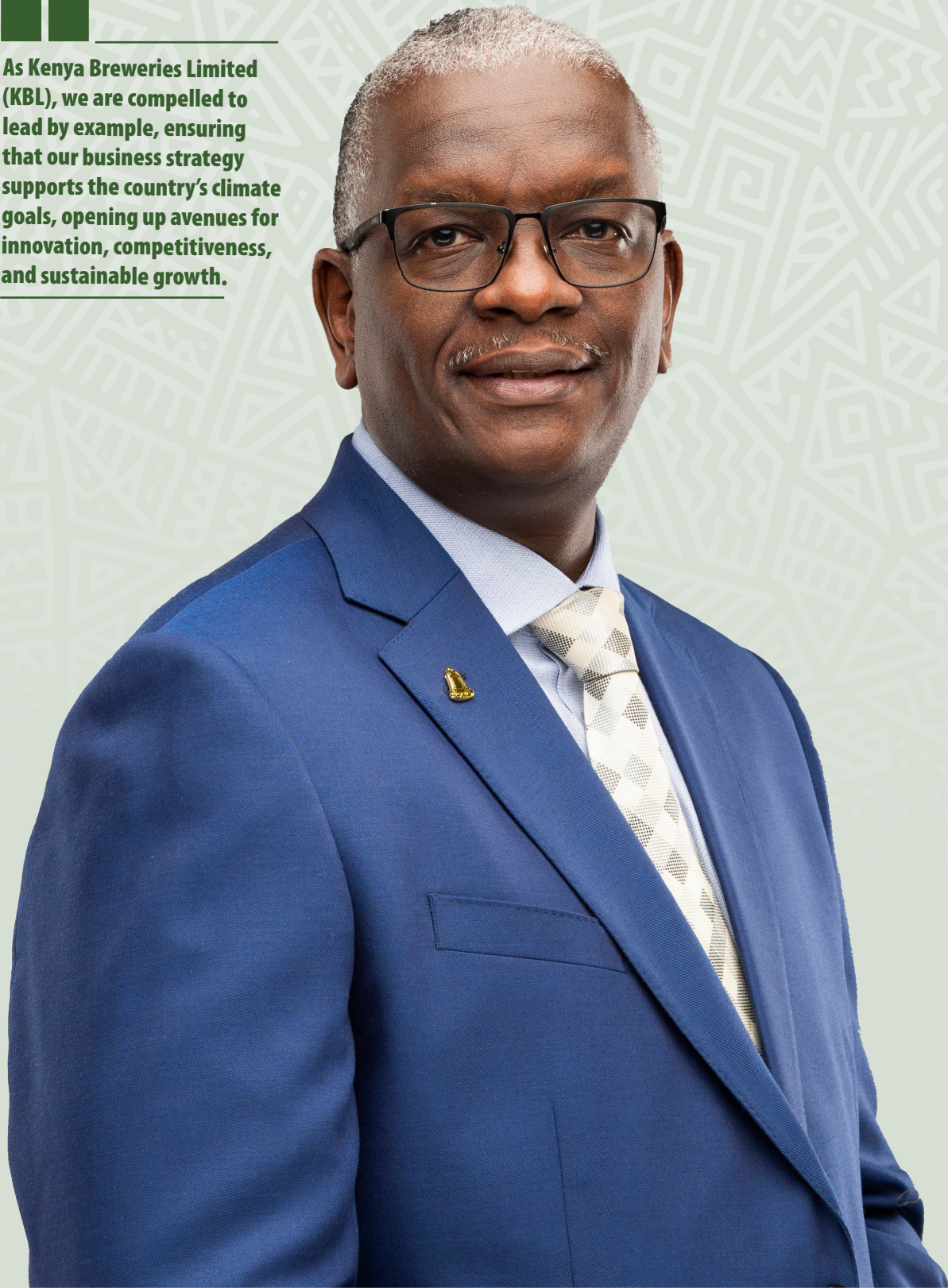
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Message from the KBL Managing Director



As Kenya Breweries Limited (KBL), we are compelled to lead by example, ensuring that our business strategy supports the country’s climate goals, opening up avenues for innovation, competitiveness, and sustainable growth.



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Our sustainability journey in Kenya continues to evolve through action, innovation, and deep community engagement. In the years leading up to Vision 2030, Kenya has emerged as a continental leader in the transition to a green economy, underpinned by a robust policy framework and ambitious climate commitments. Kenya's recently updated Nationally Determined Contribution to the Paris Agreement, steers us on a pathway towards 35% reductions in greenhouse gas (GHG) emissions and is supplemented by Kenya's Long-Term Low Emission Development Strategy (LT-LEDS) that aims for a net-zero emissions future by 2050.

As Kenya Breweries Limited (KBL), we are committed to leading by example, ensuring that our business strategy aligns with the country's climate goals, thereby opening up avenues for innovation, competitiveness, and sustainable growth.

I am proud to lead a team committed to transforming high-level ambition into measurable impact. From our rural supply chains to our city-based operations, we are embedding sustainability into how we work, serve, and grow. This aligns not only with our corporate sustainability strategy but also with Kenya's national development plans and climate resilience agenda.

In F25, our teams advanced several impactful initiatives, including community-led reforestation projects, supplier and distributor training on ESG standards, and the integration of circular economy practices into our operations. Additionally, we continued our water and environmental conservation Collective Action programme with the Upper Tana-Nairobi Water Fund Trust (UTNWF), which is geared towards protecting the Upper Tana watershed, a source of over 90% of the water used in Nairobi by more than six million people. Earlier this year, on World Water Day, we funded the programme further to the tune of KShs 54 million. More than 260,000 smallholder farmers are involved in this work. Together with our partners, we are restoring riverbanks, training farmers in terracing to prevent soil erosion, planting napier grass to stabilise soil and provide fodder for livestock, and distributing dam liners so that water can be harvested and stored for dry seasons. These efforts prevent siltation, protect biodiversity, and help maintain healthy river flows within the watershed.

Additionally, our operations have become increasingly water-efficient, with continual improvements enabling us to use less water per litre of product year-on-year. We have also significantly reduced our emissions footprint, with overall emissions trending downward in line with our net-zero ambition.

One of our proudest achievements has been the launch of our Digibility Programme, in March this year, customised for youths living with disabilities studying at higher learning institutions. Following the completion of the pilot phase with the United States International University, Africa (USIU-A), the programme has seen twenty-five talented youths graduate with digital skills, enabling them to earn a decent living. Additionally, some of the graduates are currently undergoing internships at KBL and other corporates. This new initiative is a testament to our holistic approach to sustainability — one that balances environmental stewardship with inclusive social development.

Specific to this year's report's theme, which is anchored on the third pillar of our Sustainability Strategy, Spirit of Progress, 'Pioneer Grain to Glass Sustainability', we have continued to work closely with our farmers, further strengthening regenerative agriculture practices. Earlier in the year, we celebrated our F25 Farmers' Day event, at which we launched two climate-resilient and high-yield sorghum varieties, Propino and Laurette, to our farmers. As a result, our farmers' yields are currently twice to thrice what they used to harvest in the past, thereby enhancing their lives and livelihoods.

We also continue to strengthen our partnerships with local governments, SMEs, and youth-led enterprises. These collaborations have not only helped deepen our local footprint but have also positioned us as a key enabler of inclusive economic transformation. Looking ahead, we will continue to expand our work in climate resilience, enhance our ESG data collection at the local level, and co-design innovative solutions with our customers and communities.

Our commitment remains clear: to deliver sustainability not as an obligation, but as a path to long-term prosperity for Kenya.

Andrew Kilonzo

KBL Managing Director



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Message from the SBL Managing Director



The theme of this year’s report, “A Sustainable Future in Every Drop”, reflects the integration of sustainability into the very essence of our operations - from grain to glass.



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At Serengeti Breweries Limited (SBL), sustainability is not an obligation—it is a commitment to shaping a future where people, communities, businesses, and the planet can thrive together. As custodians of one of Tanzania's most iconic businesses, we recognise the urgent need to address climate change, resource scarcity, and social inequality - not just in principle, but in practice, through measurable and lasting impact.

The theme of this year's report, **"A Sustainable Future in Every Drop"**, reflects the integration of sustainability into the very essence of our operations - from grain to glass. Guided by Diageo's Spirit of Progress strategy, we are proud to implement a model of growth that champions environmental stewardship, economic empowerment, and inclusion at every level of our value chain.

In the last year, we have continued to deepen our impact across all three pillars of our sustainability strategy. One of the standout achievements of FY25 has been the evolution of our Learning for Life programme.



109
Through a strategic partnership with the National College of Tourism, and with support from the Diageo Bar Academy, we equipped 109 young people - half of them women - with skills in hospitality, mixology, and customer service.

Recognising the significant potential in Tanzania's fast-growing tourism sector, we expanded our youth empowerment efforts into hospitality training.

Through a strategic partnership with the National College of Tourism, and with support from the Diageo Bar Academy, we equipped 109 young people - half of whom are women - with skills in hospitality, mixology, and customer service. We are especially proud that 45% of the participants have already secured employment, proving that when opportunity meets preparation, transformation follows.

Our work around responsible drinking also made strong headway this year. Through the 'Wrong Side of the Road' initiative, we exceeded our goals as we amplified critical conversations around alcohol responsibility and road safety - engaging thousands in honest, data-backed dialogue.

Looking forward, we are doubling down on our environmental sustainability ambitions, aligned with Tanzania's national target to reduce greenhouse gas emissions by 30% - 35% by 2030. At SBL, this means scaling our use of renewable energy, enhancing circularity in our operations, and building greater climate resilience across our value chain. These efforts are not only good for the environment—they are good for business, communities, and the next generation.

What truly powers our progress, however, is our people. At every level of SBL, our teams continue to embed sustainability into their daily decisions - with passion, ingenuity, and purpose. Sustainability is not a department; it is a culture, and I could not be prouder of what we are building together.

On behalf of the entire SBL team, I invite you to explore our fifth annual Sustainability Report. Thank you for your interest, your partnership, and for sharing in our belief that a more inclusive and sustainable future is possible - one drop at a time.

Dr. Obinna Anyalefechi
SBL Managing Director



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Message from the UBL Managing Director



As part of East African Breweries PLC (EABL), our ambition is to grow in a way that uplifts communities, protects the environment, and creates lasting value.



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At Uganda Breweries, we believe that every drop of beer we brew carries with it a story of possibility — a story that begins with the grain grown by our farmers and ends with a glass raised in celebration. This is why Pioneering Grain to Glass Sustainability is more than just the theme of this report; it is our way of doing business and our promise to future generations.

As part of East African Breweries PLC (EABL), our ambition is to grow in a way that uplifts communities, protects the environment, and creates lasting value. Sustainability is not a project for us — it is embedded in every decision we make, from how we source our raw materials to how we power our brewery.

Our impact starts with the farmers. Through our Farm for Success program, we partner with over 40,000 farmers across Uganda, investing more than UGX 45 billion last year to source sorghum, barley, and maize. Beyond purchasing crops, we are strengthening rural livelihoods, contributing to food security, and supporting Uganda's National Development Plan by reducing poverty and creating inclusive growth.

But sustainability goes beyond agriculture. Clean, safe water is at the heart of thriving communities and successful farming. Through our Water for Life initiatives, we have brought safe water to over 4,900 households in the Teso sub region through 9 boreholes and one solar powered water scheme that provides safe clean water to over 1,100 households in Kibasi, Fort Portal, where we source thousands of tonnes of grain each year. By giving women and girls easier access to water, we are also creating new opportunities for education, dignity, and empowerment. In the same region, we have trained young people with skills for the hospitality industry, opening doors for jobs and entrepreneurship.

We know that challenges like climate change, water scarcity, and waste management cannot be solved by one company alone. That is why we are building partnerships that drive systemic change.

With the Ministry of Water and Environment and AidEnvironment, we launched Elgon Pamoja, a one-billion Uganda shillings program to restore ecosystems in the Elgon region. And as a founding member of Green Action for Sustainable Production (GASP) a company formed as part of our extended producer responsibility, with plastics waste management and recycling we are working alongside peers to build guidelines on a circular economy and pioneer policy around post-consumer waste.

At our brewery, we are transforming the way we operate. By harnessing biomass energy, we have cut carbon emissions by more than 90%. This proves that protecting the planet and running a successful business go hand in hand.

Looking ahead, our commitment is clear: we will continue to pioneer bold solutions that strengthen food security, build climate resilience, and support sustainable livelihoods. Guided by our Spirit of Progress agenda, and powered by the passion of our people, the trust of our partners, and the resilience of our communities, we are determined to make Uganda — and East Africa — better because we live and operate here.

I am especially proud that our efforts have been recognised globally. Uganda Breweries was recently named Diageo Brewery of the Year 2025 — for the second year in a row — in recognition of our achievements in energy efficiency, water conservation, and operational excellence. This award is a testament to what we can achieve when sustainability is at the heart of our business.

Together as team UBL, we are brewing a future that is more inclusive, more sustainable, and truly worth raising a glass to.

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UBL Managing Director



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Message from the Group Corporate Relations Director



As we present our fifth Sustainability Report, I am proud to reflect on how far we have come in positioning sustainability not only as a core business pillar, but also as a defining narrative that transparently highlights who we are and what we stand for.



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In today's world, trust and transparency are the currencies of corporate reputation. The latter, transparency, is also a key aspect and requirement for sustainability reporting.

As we present our fifth Sustainability Report, I am proud to reflect on how far we have come in positioning sustainability not only as a core business pillar, but also as a defining narrative that transparently highlights who we are and what we stand for.

This year, the theme of our Sustainability Report is anchored on the third pillar of our Sustainability Strategy, Spirit of Progress - Pioneer Grain to Glass Sustainability.

Titled "A Sustainable Future in Every Drop", this year's report showcases how sustainability is integrated across our entire value chain — from the source of our raw materials to the products that reach our consumers. This narrative is not only symbolic; it reflects the real impact of our efforts to embed sustainability into every stage of our operations.

Our stakeholders expect more than commitments; they expect clarity, evidence, and consistency. In response, we have strengthened our sustainability storytelling, stakeholder engagement, and disclosure practices to ensure we are meeting that expectation with purpose and integrity.

Over the past year, we have made substantial progress in building a credible and transparent sustainability profile. Through integrated reporting, policy alignment, and active participation in global and regional sustainability platforms, we are contributing to thought leadership and driving system-wide change.

Our membership in the United Nations Global Compact, Kenya (UNGC), Kenya Association of Manufacturers (KAM) and Kenya Private Sector Alliance (KEPSA), among others, reflects our ongoing commitment to be part of collective solutions that

advance environmental stewardship, human rights, and ethical governance across Africa.

Stakeholder engagement continues to be a core component of our approach. We have conducted focused consultations, community roundtables, and sector-specific dialogues to better understand and integrate stakeholder expectations into our decision-making processes. These insights have helped shape our ESG materiality assessments, influence our social investment priorities, and inform how we communicate impact in a way that resonates beyond compliance.

We also recognise the evolving landscape of sustainability regulation and disclosure, particularly with the rollout of International Financial Reporting Standards (IFRS) Sustainability Disclosure Standards – specifically IFRS S1 and IFRS S2. Working closely with our Finance, Audit, Legal and Business Integrity teams, we continue to ensure that our external messaging is aligned with internal realities and that our stakeholders receive decision-useful information. This means translating technical progress into accessible insights, bridging communication gaps, and ensuring that every story we tell is backed by substance.

Looking ahead, we will continue to refine our stakeholder strategy, elevate our sustainability reporting, and ensure that our communications reflect the full scope of our ambition and our accountability. Sustainability is central to our brands, our voice, and our values.

I am confident that with sustained engagement and transparent dialogue, we can continue to build a business that is not only trusted, but also truly transformative. I, therefore, welcome you to experience our fifth Sustainability Report which captures the many stories, voices, and values that define our journey.

Fric Kintu
Group Corporate Relations Director



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