



Dr. Wilfred D. Kiboro *Chairman*



Group Chairman's Statement

Dear Stakeholders,

On behalf of the Board of Directors, it gives me great pleasure to present to you the Group's financial performance for the year ended 31st December, 2020.

The year 2020 was unforgettable, unprecedented and unparalleled. The world was hit by a pandemic that the current generation had never experienced. The pandemic has turned the world upside down, forcing numerous nations to go for partial or total lockdowns. Air travel, both domestic and international, was either suspended or made very difficult, and some industries closed while others are likely to collapse.

These measures have disrupted our lives in a manner none of us has experienced before, cutting off trade and supply chains, resulting in massive job losses or pay cuts, working from home, or taking unpaid leave, as businesses try to survive this unprecedented crisis. Nonetheless, the disruption had some positives outcomes; it forced businesses to re-engineer by accelerating the pace of digital transformation.

We celebrate and welcome the development and rollout of Covid-19 vaccines while also recognizing the new variants of the pandemic that have become a risk to the current efforts to deal with this threat to our livelihoods. Hence, in this period, the safety and well-being of our employees, families, partners, customers and other stakeholders across all our markets continue to be of our top priority in line with the guidelines issued by the Government. The Group has a standing Business Continuity Management Team to handle any issues arising from the pandemic. We will continue offering our unwavering support to stakeholders and the Governments in East Africa.

Economic Environment

The East African countries all underwent various forms of lockdown to curb the spread of the corona virus. Kenya, Uganda and Rwanda implemented a total lockdown during different moments in the year while Tanzania had a partial lockdown but soon resumed normal operations. Governments in the region have gradually but cautiously opened up their economies though the issue continues to be a moving target depending on the number of cases.

It is in this regard, that the World Bank reported that while Sub-Saharan African countries have managed to keep the virus under control with relatively low numbers of infections, the pandemic continues to take a toll on African lives and economies. Economic activity was projected to decline by 3.3% in 2020, confirming the region's first recession in 25 years. The substantial downturn in economic activity was in part caused by lower domestic consumption and investment brought on by containment measures to slow the spread of the corona virus. It is on the back of this operating environment that NMG's performance, particularly in the first half of 2020, was impacted adversely as companies and customers moved to conserve cash during the crisis and some of the businesses, including schools and universities closed.

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Financial Performance

The Group posted a turnover of Shs 6.8 billion and a profit before tax of Shs 0.1 billion. (2019 was Shs 9.1 billion and Shs 1.3 billion). The suppressed economic environment resulting from the outbreak of the pandemic adversely affected the Group's performance across the region, particularly in the first half of the year.

Many other sectors were similarly affected, resulting in job losses on the one hand and reduced earnings for most companies on the other. In the second half of the year the Group registered a strong rebound on all revenue streams with television, radio and digital registering double digit growth compared to the first half. Overall performance was partially cushioned by cost management measures undertaken to improve operational efficiency and increase productivity.



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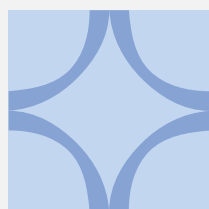
Group Chairman's Statement (continued)

2020

The Group launched its digital brand *Nation.Africa* which aims to empower audiences across the continent through high-quality content, as a first step towards becoming a modern digital content company, take up leadership in the mobile publishing landscape in Africa and grow reader revenue.



In support of the collective efforts to combat the pandemic, the Group convened more than thirty (30) sessions of its forums across the region to provoke discourse, encourage dialogue, shape public opinion, influence policy in relation to Covid-19 and its impact on various sectors of the economy.



Dividends

The Group has embarked on a digital transformation journey necessitating significant investments in our journalism and our digital products. In 2020 the Group launched its digital brand *Nation.Africa* which aims to empower audiences across the continent through high-quality content, as a first step towards becoming a modern digital content company, take up leadership in the mobile publishing landscape in Africa and grow reader revenue.

The next phase of the digital journey will require substantial resources. This will include material cash reserves to actualise the initiatives. Considering the above, the Directors do not recommend payment of dividends for the year ended 31st December, 2020 (2019: Shs 1.50 per share).

Share Buyback

The NMG Board of Directors resolved to propose to its shareholders the purchase of up to ten percent (10%) of its issued and paid-up share capital in a share Buyback Programme in accordance with the provisions of the Companies Act and the Capital Markets (Securities) (Public Offers, Listing and Disclosures) Regulations, 2002. This will give NMG shareholders the option to cash in on their investments. The Buyback Programme is subject to regulatory and shareholder approvals.

A share buyback occurs when a company purchases a portion of its issued shares from its investors. It is one of the ways for a company to return funds to shareholders, effectively reducing the number of issued shares and increasing the proportional rights of any single share. The share buyback seeks to offer the shareholders an alternative option to realise value from their investment.

Share Price and Market Capitalization

The NMG share price declined from an average of Shs 39.8 at the end of the previous year to close at an average of Shs 15.5. This was due to the subdued Nairobi Securities Exchange (NSE) market across the board characterised by a difficult operating environment occasioned by the Covid-19 pandemic leading to reduced earnings and foreign capital flight. The Group's market capitalisation was Shs 3.2 billion as at 31st December, 2020.

Digital Transformation Journey

The pandemic brought about the urgent need for a radical and revolutionary change in our business model. This entails moving away from the legacy model of dependence on advertising

and newspaper copy sales for revenue growth to an advertising and reader revenue one driven by content delivered digitally. It includes exploring new revenue streams in the events and technology space.



The next phase of the digital journey will require substantial resources. This will include material cash reserves to actualise the initiatives.

In this regard, the previous year was a turning point for NMG towards becoming a modern digital content company. The Group made a bold step in its digital transformation journey with the launch of its digital brand *Nation.Africa*. The key features include a high quality, interactive, user-driven and engaging multi-media platform; high quality, compelling and diverse content around the continent; a market place; and media podcasts, video and newsletters.

NMG Thought Leadership Nation Leadership Forums

The Group continued to drive critical conversations through its thought leadership forums in furtherance of its mission of positively influencing society. These forums consist of *Nation Leadership Forum (Kenya)*, *Monitor's Thought Leaders Forum (Uganda)*, and *Mwananchi Thought Leadership Forum (Tanzania)*.

In support of the collective efforts to combat the pandemic, the Group convened more than thirty (30) sessions of its forums across the region to provoke discourse, encourage dialogue, shape public opinion, influence policy in relation to Covid-19 and its impact on various sectors of the economy. These included agriculture, economy, gender, vulnerable communities, sports, creative industry, technology, and the youth.

Group Chairman's Statement (continued)

The pandemic provided an opportunity to innovate with virtual and hybrid meetings quickly replacing physical ones in order to comply with Covid-19 measures on social distancing. Consequentially, the forums became not only one of the key trusted voices on the pandemic but also critical sources of alternative revenue for the Group.

The festival attracted a lot of attention within the continent and globally. It was attended by 14,000 participants virtually from 44 countries and 83 major cities and 230 delegates in person. Notably, it reached over 460 million social media users with wide coverage across the continent. The participants included co-host President Uhuru Kenyatta, President Paul Kagame (2019 co-host), Prof. Anyang Nyong'o, co-host Governor, Dr. Mukhisa Kituyi, former Secretary General, United Nations Conference on Trade & Development, Maimunah Mohd Sharif, Under Secretary-General and Executive Director, UN-Habitat among various experts. In attendance also were business leaders, policy makers, diplomats, innovators, researchers, young entrepreneurs, students, among others.



The Group continues to ensure sustainability remains our key focus, through incorporation of the objective of 'creating value' as one of the key pillars of its business strategy.

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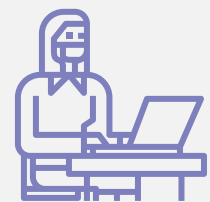
Kusi Ideas Festival

The Group continued to cement its position as a driver of Africa's agenda with its *Kusi Ideas Festival* which, as you will recall, we started in 2019. The second edition of this Pan-African forum was offered in a hybrid format, combining in-person and virtual elements with the theme, "Toward a Post-Covid Africa: Recovering Together". The festival was held in Kisumu on December 8th and 9th with the collaboration of the County Government of Kisumu. The conference was convened at a critical time during the ongoing pandemic to examine its devastating impact on African economies and livelihoods. It focused on what has worked, explored the tremendous African resilience that has emerged, and looked ahead at how to emerge from the crisis.

Sustainability Agenda

The Group continues to ensure sustainability remains our key focus, through incorporation of the objective of 'creating value' as one of the key pillars of its business strategy.

The pandemic further highlighted the correlation between the environment and human activities, with the health crisis resulting in deviations in behaviour and adverse impact on business. While this proved to be challenging for businesses across the globe, it also strengthened the notion that businesses do not operate in a vacuum, with organisations across the globe coming together to contribute both financially and non-financially towards the management and eradication of the pandemic.



We will continue to be at the forefront of reporting about the pandemic and proactively drive awareness across all our platforms to influence behaviour change and avert stigma.

14,000

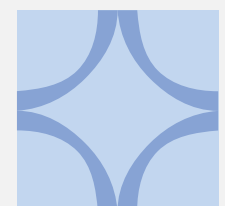
participants

attended the Kusi Ideas Festival, with 230 delegates present in person

In this regard, the Group played a significant role in the region and on the continent in providing relevant and timely information and education to the public on the pandemic. We assure our stakeholders and the Governments in East Africa of our continued support and partnership in the fight against the spread of Covid-19. We will continue to be at the forefront of reporting about the pandemic and proactively drive awareness across all our platforms to influence behaviour change and avert stigma.

Board Changes

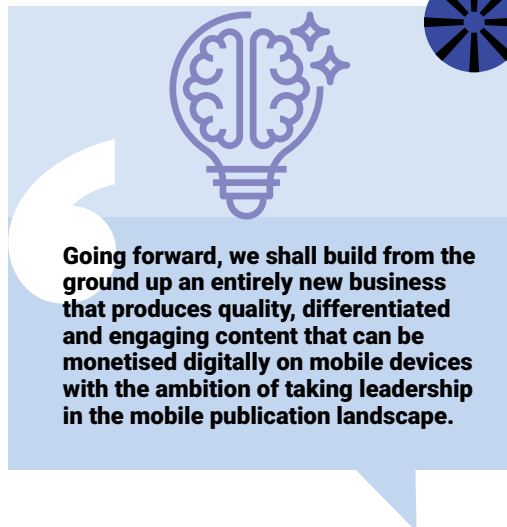
The previous year saw some changes in the Board. On 15th February, the Group lost one of its directors, Dr. Simon Kagugube. He passed on after a short illness at the age of 65.



Group Chairman's Statement (continued)



The focus is to comprehensively build capacity across all operations and functions in order to accelerate the transformation of NMG into a world class digital media organisation.



Going forward, we shall build from the ground up an entirely new business that produces quality, differentiated and engaging content that can be monetised digitally on mobile devices with the ambition of taking leadership in the mobile publication landscape.

and demand for good quality content. Hence, whereas the challenge has been how to monetise, we have put every effort, including working with experts from other media houses who have succeeded in this endeavour, to upscale and accelerate the monetisation of our digital content. A number of legacy media houses which faced similar challenges have successfully transitioned and re-engineered from legacy platforms to the new digital-first platforms. We are confident we are on the right path to do the same. We have begun seeing the actions undertaken previously bearing positive results such as the exponential growth of online registered users and subscribers on *Nation.Africa*.

Going forward, we shall build from the ground up an entirely new business that produces quality, differentiated and engaging content that can be monetised digitally on mobile devices with the ambition of taking leadership in the mobile publication landscape. Monetisation will be made possible by changing the behaviour of our audiences from a culture of free content to paying audiences. The Board is confident that the actions being undertaken will translate into positive and sustainable outcomes.

The previous year has been a challenging one and the measures we have taken to sustain the business would not have been possible without the continued support of my fellow directors on the Board. I wish to thank them for their instrumental contribution.

In such an unprecedented year, my heartfelt gratitude goes to the management and staff of NMG for their sacrifices and efforts to dig deep to enable the business to go through the challenging times. This would also not have been possible without the unwavering support and commitment of our business partners, customers and other stakeholders.

Ahsanteni sana!

Dr. Wilfred D. Kiboro

Chairman

On behalf of the Board of Directors, Management and Staff of NMG, I wish to extend our deepest sympathies and heartfelt condolences to the family and colleagues. Dr. Kagugube diligently served as an independent non-executive director of NMG from September, 2011. A strategist per excellence, he has left a rich legacy and will be remembered as a model corporate leader. He was both a colleague and a friend. We shall miss him dearly and our thoughts and prayers continue to be with his family.

Mr. Al-Noor Ramji, the Group Chief Digital Officer for Prudential PLC, was appointed to the Board in March last year. The board will greatly benefit from his vast experience in guiding in the implementation of the Group's long term digital strategy.

Our People

The Group continues to be committed to identifying, developing, and fostering new skill sets critical to the business strategy of winning in the digital space. The focus is to comprehensively build capacity across all operations and functions in order to accelerate the transformation of NMG into a world class digital media organisation.

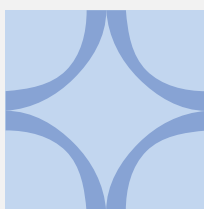
Looking Ahead

The business disruption brought by the pandemic has taught us important lessons. Indeed, this is what accelerated the re-engineering of the business and our digital transformation journey.

During this period, there has been a significantly high growth in the online consumption of our content than what we had experienced with the legacy platforms. This is good news for us as it confirms that there is still a great need



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Dr. Wilfred D. Kiboro *Mwenyekiti*



Taarifa ya Mwenyekiti

Wapendwa Washikadau,

Kwa niaba ya Bodi ya Wakurugenzi, nina furaha kubwa ya kuwawasilishia utendakazi wa kifedha wa Shirika la mwaka uliomalizikia tarehe 31 Desemba, 2020.

Mwaka wa 2020 ambao hautasahaulika, usio kifani na usioweza kulinganishwa. Ulimwengu uliathiriwa na tandavu ambalo kizazi cha sasa hakijawahi kupitia. Tandavu hili limepindua dunia juu chini, na kulazimisha mataifa kadhaa kufunga baadhi ya shughuli au kufunga shughuli zote kabisa. Usafiri wa ndege, za humu nchini na zile za kimataifa, ama ulisimamishwa au ulifanywa kuwa vigumu zaidi, na baadhi ya viwanda vilifungwa huku vingine huenda vikaanguka.

Hatua hizi zimevuruga maisha yetu kwa njia ambayo yeyote miongoni mwetu hajawahi kupitia awali, kuzuia biashara na mifumo ya usambazaji wa bidhaa, na kusababisha watu wengi kupoteza kazi au kupunguziwa mishahara, kufanya kazi nyumbani, au kuenda likizo bila malipo, huku biashara zikijaribu kumudu janga hili la kipekee. Hata hivyo, kuvurugwa kwa shughuli kulikuwa na matokeo mengine chanya; hali hii ililazimisha biashara kuweka mikakati mipya kwa kuongeza kasi ya mageuzi ya kidijitali.

Tunasherehekea na kukaribisha maendeleo ya kutolewa kwa chanjo za Covid-19 kwa zamu huku pia tukitambua aina mpya za tandavu ambazo zimekuwa hatari kwa juhudi za sasa ili kukabiliana na tishio hili la maisha. Hivyo, katika kipindi hiki, usalama na ustawi wa wafanyakazi, familia, washirika, wateja wetu na washikadau wengine katika masoko yetu yote unaendelea kuwa kipaumbele bora kwetu kwa kufuata miongozo iliyotolewa na Serikali. Shirika lina Kikosi cha Usimamizi Endelevu wa Kibiashara cha kushughulikia masuala yoyote yanayotokana na tandavu hili. Tutaendelea kutoa msaada wetu kwa washikadau na Serikali katika Afrika Mashariki.

Mazingira ya Kiuchumi

Nchi za Afrika Mashariki zote zilipitia aina fulani ya kufunga shughuli ili kupunguza msambao wa virusi vya korona. Kenya, Uganda na Rwanda zilifunga shughuli zote katika vipindi tofauti vya mwaka huku Tanzania ilifunga baadhi ya shughuli lakini ikarejea hali ya kawaida baada ya kipindi kifupi. Serikali za ukanda huu zimefungua uchumi wao polepole lakini kwa umakini

ijapokuwa suala hilo linaendelea kuwa lengo kuu kutegemea idadi ya visa vya korona.

Kwa sababu hii, Benki ya Dunia iliripoti kuwa huku nchi za Afrika za Chini ya Sahara zimeweza kudhibiti virusi hivi kwa idadi ya chini ya maambukizo, tandavu linaendelea kuongeza idadi katika maisha na uchumi wa Afrika. Shughuli ya kiuchumi inatabiriwa kuwa itapungua kwa 3.3% mwaka wa 2020, na kuthibitisha kupungua kwa uchumi kwa mara ya kwanza katika miaka 25. Kupungua sana kwa shughuli ya kiuchumi inachangiwa kiasi na matumizi na uwekezaji wa chini katika nchi kwa sababu ya mikakati ya kudhibiti na kupunguza msambao wa virusi vya korona.

Na ni katika utendakazi wa mazingira haya ya uendeshaji ambapo utendakazi wa NMG, hasa katika nusu ya kwanza ya 2020, uliathiriwa sana kwa sababu makampuni na wateja waliamua kuhifadhi pesa wakati wa janga na baadhi ya biashara, ikijumuisha shule na vyuo, zilifungwa.

Mwaka wa 2020 ambao hautasahaulika, usio kifani na usioweza kulinganishwa. Ulimwengu uliathiriwa na tandavu ambalo kizazi cha sasa hakijawahi kupitia. Tandavu hili limepindua dunia juu chini, na kulazimisha mataifa kadhaa kufunga baadhi ya shughuli au kufunga shughuli zote kabisa.

Matokeo ya Kifedha

Shirika lilipata jumla ya mauzo ya shilingi bilioni 6.8 na faida ya kabla ya ushuru ya shilingi bilioni 0.1. (Mwaka wa 2019 ilikuwa ni shilingi bilioni 9.1 na shilingi bilioni 1.3). Mazingira ya uchumi yaliyokandamizwa kutokana na mkurupuko wa tandavu yaliathiri sana utendakazi wa Shirika katika ukanda huu, hasa katika kipindi cha nusu ya kwanza ya mwaka huo.

Sekta nyingine nyingi ziliathiriwa pia kwa njia sawa, na kusababisha watu kupoteza kazi kwa upande mmoja na kupunguza mapato kwa makampuni kwa upande mwingine. Katika nusu ya pili ya mwaka huo Shirika lilisajili kusitawi tena imara katika mikondo yote ya mapato huku televisheni, redio na dijitali zikisajili ukuaji wa tarakimu mbili ikilinganishwa na nusu ya kwanza.



Tunasherehekea na kukaribisha maendeleo ya kutolewa kwa chanjo za Covid-19 kwa zamu huku pia tukitambua aina mpya za tandavu ambazo zimekuwa hatari kwa juhudi za sasa ili kukabiliana na tishio hili la maisha.



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Taarifa ya Mwenyekiti (inaendelea)

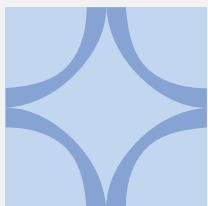
2020

Shirika lilizindua chapa yake ya kidijitali Nation. Africa inayolenga kuwezesha hadhira katika bara zima kupitia maudhui ya ubora wa juu, kama hatua ya kwanza dhidi ya kuwa kampuni ya kisasa kwa maudhui ya kidijitali, kuchukua uongozi katika mandhari ya uchapishaji wa vifaa vya mkononi katika Afrika na kukuza mapato ya msomaji.

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Katika kuunga mkono juhudi za jumla za kukabiliana na tandavu hili, Shirika kilikuwa na zaidi ya vikao thelathini (30) vya majukwaa yake katika ukanda huu ili kuchochea muktadha, kuhimiza mazungumzo, kuongoza maoni ya umma, kuathiri sera inayohusiana na Covid-19 na athari zake katika sekta mbalimbali za uchumi.



Utendakazi wa jumla ulifidiwa kiasi na mikakati ya usimamizi wa gharama iliyochukuliwa ili kuboresha ufaafu wa uendeshaji na kuongeza uzalishaji.

Migao

Shirika limerejelea safari ya mageuzi ya kidijitali inayoanzisha uwekezaji muhimu katika uanahabari wetu na bidhaa zetu za kidijitali. Mnamo mwaka wa 2020 Shirika lilizindua chapa yake ya kidijitali *Nation.Africa* inayolenga kuwezesha hadhira katika bara zima kupitia maudhui ya ubora wa juu, kama hatua ya kwanza dhidi ya kuwa kampuni ya kisasa kwa maudhui ya kidijitali, kuchukua uongozi katika mandhari ya uchapishaji wa vifaa vya mkononi katika Afrika na kukuza mapato ya msomaji.

Awamu inayofuata ya safari ya kidijitali itahitaji rasilimali kadhaa. Hii itajumuisha akiba ya fedha ili kutekeleza mipango. Kwa kuzingatia yaliyo hapo juu, Wakurugenzi hawapendekezi malipo ya mgao wa mwaka uliomalizikia tarehe 31 Desemba, 2020 (2019: Shilingi 1.50 kwa kila hisa).

Mpango wa Ununuzi wa Hisa

Bodi ya Wakurugenzi wa NMG waliamua kupendekezea washikadau wake kununua hadi asilimia kumi (10%) za mtaji wa hisa yake iliyotolewa na iliyolipiwa katika Mpango wa Ununuzi wa Hisa Zake kwa mujibu wa ushughulikia wa Sheria ya Makampuni na Kanuni za Masoko ya Mtaji (Dhamana) (Ofa za Umma, Uorodheshaji na Ubainishaji), 2002. Hii itawapa washikadau wa NMG chaguo la kuuza uwekezaji wao na kupata pesa. Mpango wa Ununuzi wa Hisa unafuata kanuni na uidhinishaji wa mshikadau.

Ununuzi wa hisa hutokea wakati kampuni inanunua kutoka kwa wawekezaji wake sehemu ya hisa zake zilizotolewa. Ni mojawapo ya njia za kampuni kurudisha fedha kwa washikadau wake, kupunguza kwa ufanisi idadi ya hisa zilizotolewa na kuongeza haki za usawa za hisa yoyote moja. Ununuzi wa hisa hulenga kuwapa washikadau chaguo mbadala wa kuongeza thamani kutoka kwa uwekezaji wao.

Bei ya Hisa na Utoaji Mtaji kwa Soko

Bei ya hisa ya NMG ilipungua kutoka kwa wastani ya shilingi 39.8 mwishoni mwa mwaka uliotangulia hadi karibu wastani ya shilingi 15.5. Hii ilikuwa kwa sababu ya masoko ya Ubadilishaji wa Dhamana ya Soko la Nairobi (NSE) yaliyotishiwa kila pahali na kuwa na sifa ya mazingira magumu kuendeshea shughuli yaliyosababishwa na tandavu ya Covid-19 na kisha kupungua kwa mapato na kupotea kwa mtaji wa kigeni. Utoaji mtaji kwa soko na

Shirika ulikuwa shilingi bilioni kufikia tarehe 31 Desemba, 2020.

Safari ya Mabadiliko ya Kidijitali

Tandavu hii ilisababisha mabadiliko ya haraka sana na ya mageuzi katika mfumo wa biashara yetu. Hii inajumuisha kuacha mfumo wa urithi wa kutegemea matangazo na mauzo ya nakala za magazeti ili kupata ukuaji wa mapato hadi kwa mapato ya matangazo na msomaji yanayoendeshwa na maudhui yanayowasilishwa kidijitali. Inajumuisha kuchunguza mikondo mingine ya mapato katika matukio na nafasi ya teknolojia.



Awamu inayofuata ya safari ya kidijitali itahitaji rasilimali kadhaa. Hii itajumuisha akiba ya fedha ili kutekeleza mipango.

Kwa hali hii, mwaka uliopita ulikuwa ni wenye mabadiliko kwa NMG dhidi ya kuwa kampuni ya kisasa ya maudhui ya kidijitali. Shirika lilipiga hatua ya ujasiri katika safari yake ya mageuzi ya kidijitali kwa uzinduzi wa chapa yake ya kidijitali *Nation.Africa*. Kipengele muhimu ni pamoja na jukwaa lenye ubora wa juu, mwingiliano, linaendeshwa na mtumiaji na lenye vyombo vya habari anuwai; maudhui yenye ubora wa juu, ya kushawishi na anuwai katika bara zima; eneo la soko; matangazo ya habari, video na majarida ya habari.

Uongozi Kupitia kwa Fikra Mwafaka Majukwaa ya Uongozi wa Nation

Shirika liliendelea kuendeshwa kupitia kwa muhimu ya majukwaa ya uongozi wake wa fikra katika kuendeleza lengo lake la kuathiri jamii kwa njia chanya. Majukwaa haya yanajumuisha *Nation Leadership Forum (Kenya)*, *Monitor's Thought Leaders Forum (Uganda)*, na *Mwananchi Thought Leadership Forum (Tanzania)*.

Katika kuunga mkono juhudi za jumla za kukabiliana na tandavu hili, Shirika kilikuwa na zaidi ya vikao thelathini (30) vya majukwaa yake katika ukanda huu ili kuchochea muktadha, kuhimiza mazungumzo, kuongoza maoni ya umma, kuathiri sera inayohusiana na Covid-19 na athari zake katika sekta mbalimbali za

Taarifa ya Mwenyekiti (inaendelea)

uchumi. Hizi zilijumuisha kilimo, uchumi, jinsia, jamii zinazoweza kudhurika, spoti, tasnia ya ubunifu, teknolojia, na vijana.

Tandavu ilileta fursa ya kufanya uvumbuzi huku mikutano ya mtandaoni na mseto kwa haraka ikichukua nafasi ya mkutano wa watu halisi ili kufuata mikakati ya Covid-19 ya kuweka umbali baina yako na watu wengine. Kwa athari yake, majukwaa hayo yalikuwa siyo tu mojawapo ya sauti zinazoaminiwa kuhusu tandavu bali pia vyanzo muhimu vya mapato mbadala kwa Shirika.

Shirika limejitolea kuandaa Tamasha la Kusi Linalozingatia Upokeaji wa Mawazo kila mwaka huku likiliimarisha ili liwe jukwaa bora zaidi la mwanzo kabisa barani Afrika litakaloandaliwa katika nchi tofauti Afrika.

Tamasha la Kusi Lililozingatia Upokeaji wa Mawazo

Shirika liliendelea kuboresha nafasi yake kama chombo cha kuendesha ajenda ya Afrika kwa *Tamasha lake la Kusi* Lililozingatia Upokeaji wa Mawazo na ambalo, iwapo utakumbuka, lilianzishwa mnamo 2019. Toleo la pili la jukwaa la Afrika Pekee lilitolewa kwa muundo wa mseto, unaojumuisha watu halisi kwa ukumbi na vipengele vya kimtandao kwa walio mbali vilivyokuwa na kauli mbiu ya, "Mpango wa Afrika Baada ya Covid: Kujinufaisha Pamoja". Tamasha hilo lilifanyika Kisumu tarehe 8 na 9 Desemba kwa ushirikiano na Serikali ya Kaunti ya Kisumu. Kongamano hilo lilifanyika katika muda mgumu wakati wa tandavu linaloendelea ili kutathmini athari zake mbaya kwa uchumi na maisha

**Washiriki
14,000**

wajumbe 230 waliweza kuhudhuria ana kwa ana.

ya Afrika. Lililenga mafanikio yaliyopatikana, lilichunguza ustahimilivu wa Afrika uliodhihirika, na kutabiri jinsi ya kutoka kwa janga hilo.

Tamasha hilo lilivutia wahusika wengi barani Afrika na hata sehemu nyinginezo duniani. Lilihudhuriwa na washiriki 14,000 kwa njia ya mtandao kutoka nchi 44 na majiji makuu 83 na wajumbe 230 waliweza kuhudhuria ana kwa ana. Kimsingi, lilifikia zaidi ya watumiaji milioni 460 wa mtandao wa kijamii katika bara zima. Washirika walikuwa pamoja na mwenyeji-mwenza Rais Uhuru Kenyatta, Rais Paul Kagame (mwenyeji-mwenza 2019), Prof. Anyang Nyong'o, Gavana mweyeji-mwenza, Dkt. Mukhisa Kituyi, aliyekuwa Katibu Mkuu, Kongamano kuhusu Biashara na Maendeleo wa Umoja wa Mataifa, Maimunah Mohd Sharif, Chini ya Katibu Mkuu na Mkurugenzi Mkuu, UN-Habitat miongoni mwa wataalamu kadhaa. Miongoni mwa waliohudhuria pia walikuwa viongozi wa biashara, waundaji sera, wanadiplomasia, wavumbuzi, watafiti, wajasiriamali wadogo, wanafunzi miongoni mwa wengine.

Shirika limejitolea kuandaa *Tamasha la Kusi* Linalozingatia Upokeaji wa Mawazo kila mwaka huku likiliimarisha ili liwe jukwaa bora zaidi la mwanzo kabisa barani Afrika litakaloandaliwa katika nchi tofauti Afrika.

Ajenda ya Uendelevu

Shirika linaendelea kuhakikisha kwamba uendelevu unabakia kuwa lengo letu kuu, kupitia uhusishaji wa madhumuni ya 'uundaji wa thamani' kama mojawapo ya mihimili muhimu ya mkakati wake wa kibiashara.

Tandavu liliangazia zaidi uhusiano kati ya mazingira na shughuli za binadamu, huku janga la afya likisababisha ukiukaji wa tabia na athari kali kwa biashara. Huku hii ilidhihirika kuleta changamoto kwa biashara kote ulimwenguni, pia iliwezesha dhana ya kuwa biashara haiendeswi katika mazingira ombwe, mashirika kote ulimwenguni yakija pamoja kuchangia kifedha na njia zisizo za kifedha dhidi ya usimamizi na kuangamizwa kwa tandavu hili.

Kwa sababu hii, Shirika lilishughulikia jukumu muhimu kwenye ukanda mzima na kote barani katika kutoa taarifa na elimu muhimu na kwa wakati unaofaa kwa umma kuhusu tandavu hili. Tunawahakikishia washikadau wetu na Serikali katika Afrika Mashariki kuhusu msaada na ushirikiano wetu katika vita dhidi ya msambao wa Covid-19. Tutaendelea kuwa kwenye mstari wa mbele wa kuripoti kuhusu tandavu na kwa uamilifu ili kuendesha ufahamu katika majukwaa yetu ili kuathiri mabadiliko ya tabia na kuondoa unyanyapaa.



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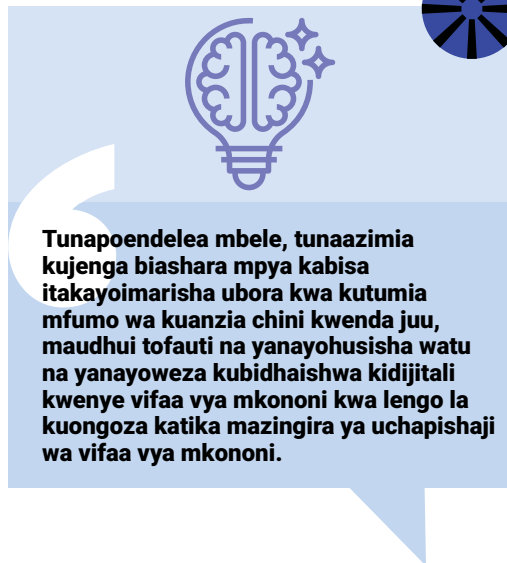


Tutaendelea kuwa kwenye mstari wa mbele wa kuripoti kuhusu tandavu na kwa uamilifu ili kuendesha ufahamu katika majukwaa yetu ili kuathiri mabadiliko ya tabia na kuondoa unyanyapaa.

Taarifa ya Mwenyekiti (inaendelea)



Lengo ni kujenga nafasi kamilifu ya uwezesaji kwenye kazi zote ili kuharakisha mageuzi ya NMG ya kuwa shirika linalotamba kwenye tasnia ya kidijitali ulimwenguni.



Mabadiliko ya Bodi

Kulikuwa na mabadiliko fulani katika Bodi mwaka jana. Tarehe 15 Februari, Shirika lilimpoteza mmoja wa Wakurugenzi wake, Dkt. Simon Kagugube. Alifariki baada ya kuugua kidogo akiwa na umri wa miaka 65. Kwa niaba ya Bodi ya Wakurugenzi, Utawala na Wafanyakazi wa NMG, napendelea kutoa rambirambi zetu kwa familia na wafanyakazi wenzetu. Dkt. Kagugube kwa furaha alihudumu kama mkurugenzi huru wa NMG kuanzia Septemba, 2011. Alikuwa mtaalamu wa mikakati ya ubora, amecha urithi mkubwa na atakumbukwa kama mfano bora wa kiongozi wa biashara. Alikuwa mfanyakazi wa kiushirika pamoja na rafiki. Tutamkosa sana na mawazo pamoja na maombi yetu yanaendelea kuwa na familia yake.

Bw. Al-Noor Ramji, Afisa Mkuu wa Dijitali wa Prudential PLC katika Shirika, aliteuliwa kujiunga na Bodi mnamo mwezi Machi mwaka jana. Bodi itafaidika pakubwa na tajiriba yake pana katika uongozi wa utekelezaji wa mkakati wa kidijitali kwenye kipindi cha muda mrefu kwa Shirika.

Watu Wetu

Shirika linaendelea kujitolea katika utambuaaji, ukuzaji, na ushughulikiaji wa maarifa mapya yatakayosaidia mkakati wa biashara ili kushinda katika mchakato ya kidijitali. Lengo ni kujenga nafasi kamilifu ya uwezesaji kwenye kazi zote ili kuharakisha mageuzi ya NMG ya kuwa shirika linalotamba kwenye tasnia ya kidijitali ulimwenguni.

Mustakabali Wetu

Kuvurugwa kwa biashara kutokana na tandavu kumetufunza mambo muhimu. Kwa kweli, hii ndiyo iliyoharakisha kuwekwa upya kwa biashara na safari yetu ya mageuzi ya kidijitali.

Katika kipindi hiki, kumekuwa na ukuaji mkubwa katika matumizi ya maudhui yetu mtandaoni zaidi ya yale tuliyoyapitia kwenye jukwaa letu la urithi. Hii ni habari njema kwetu kwani inathibitisha kuwa bado kuna haja na dai kubwa sana ya maudhui yenye ubora wa juu.

Hivyo basi, wakati ambapo changamoto yetu kuu imekuwa ni jinsi ya kupata pesa, tumeweka kila juhudi, ikiwa ni pamoja kufanya kazi na wataalamu kutoka kwa vyombo vingine vya habari ambao wamefaulu katika shughuli hii, ili kuboresha na kuharakisha uimarishaji wa uchumi unaoambatana na maudhui yetu ya kidijitali. Idadi ya vyombo vya habari vya urithi vilivyokumbana na changamoto sawa vimefanikiwa kufanya mapito na kujijenga upya kutoka kwa majukwaa ya urithi na kuwa majukwaa mapya ya mfumo wa kushinikiza matumizi ya kidijitali. Tuna ujasiri kuwa tupo kwenye njia sahihi ya kufanya hivyo. Tumeanza kuona hatua zilizochukuliwa awali zikileta matokeo kama vile ukuaji wa haraka wa watumiaji wa mtandaoni waliojisajili na kujiandikisha kwenye *Nation.Africa*.

Tunapoendelea mbele, tunaazimia kujenga biashara mpya kabisa itakayoimarisha ubora kwa kutumia mfumo wa kuanzia chini kwenda juu, maudhui tofauti na yanayohusisha watu na yanayoweza kubidhaishwa kidijitali kwenye vifaa vya mkononi kwa lengo la kuongoza katika mazingira ya uchapishaji wa vifaa vya mkononi. Ubidhaishaji utawezeshwa kwa kubadilisha tabia ya hadhira yetu kutoka kwa utamaduni wa maudhui ya bila malipo na kuwa hadhira ya wanaolipia. Bodi ina imani kuwa hatua zinazochukuliwa zitaleta matokeo mazuri na yanayoweza kuwa endelevu.

Mwaka uliopita ulikuwa wenye changamoto na hatua tulizochukua ili kuendeleza biashara huenda hazingewezekana bila msaada wa kila mara wa wakurugenzi wenzangu kwenye Bodi. Naomba kuwashukuru kwa mchango wao muhimu.

Kwa mwaka kama huo uliokuwa na changamoto tele, pongezi zangu za dhiti ziwaandee wasimamizi wote pamoja wafanyakazi wa NMG kwa kujitolea kwao na jitihada zao za mchwa za kufanya kazi kwa bidii ili kukabiliana vilivyo na nyakati zilizokuwa zenye changamoto nyingi. Hii pia haingewezekana bila msaada na kujitolea kwa dhiti kwa washirika wetu wa biashara, wateja na washikadau wengine.

Ahsanteni sana!

Dkt. Wilfred D. Kiboro

Mwenyekiti



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