

EAST AFRICAN BREWERIES PLC (EABL) PARTNERS WITH KENYA ASSOCIATION OF MANUFACTURERS (KAM) TO SUPPORT DROUGHT-STRICKEN COUNTIES IN THE COUNTRY

Nairobi, Kenya, 28th October 2022: East African Breweries PLC (EABL) has partnered with the Kenya Association of Manufacturers (KAM) in a humanitarian initiative geared toward raising funds for food distribution to families across the country facing hunger and starvation due to the current ongoing drought. EABL supported the initiative to the tune of KSh. 30 million.

The fundraising initiative comes at a time when famine and drought continue to ravage millions of Kenyans, especially in Arid and Semi-Arid Lands (ASAL). The ongoing drought has been termed the worst there has been in over 40 years and affects 23 Counties including Garissa, Isiolo, Kajiado, Kitui, Mandera, Marsabit, Laikipia, Samburu, Turkana, and Wajir among others. Over 4.35 million Kenyans in these Counties are affected. Among them are 900,000 children and 120,000 pregnant and lactating mothers who require urgent nutritional support.

The initiative's targeted to raise KSh. 100,000,000 which would be used to support the government's programmes in the affected countries.

Speaking during the event, the Chief guest, Deputy President of Kenya Hon. Rigathi Gachagua reiterated the government's commitment and thanked the Kenya Association of Manufacturers (KAM) for the gesture of patriotism. "With the leadership of our President H.E. William Ruto, this government is keen on supporting our communities at the grassroots by empowering them to overcome challenges and take advantage of growth opportunities. Our agenda prioritizes arresting the current food crisis that has been exacerbated by drought and famine. We are delighted to partner with the private sector in serving our communities."

East African Breweries PLC (EABL) Managing Director, Jane Karuku attended the ceremony where she handed over a cheque worth KSh.30 million. She said, "At EABL, we recognize that it is impossible to build in isolation and that responsible business models must grow with their communities for sustainable existence. We are committed to creating shared value and empowering communities where we live, source, work and sell. This is our reason for supporting this great initiative. We encourage other corporates to support such initiatives."

Kenya Association of Manufacturers (KAM) CEO Anthony Mwangi thanked EABL and other participating organizations for their partnership and contributions. "Conquering against global challenges requires our concerted efforts through strategic partnerships and collaborations. I thank you for accepting our invitation today and we send our well wishes to all Kenyans facing drought. We'll win together."

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Notes to Editors:

About EABL

East African Breweries Limited (EABL) is East Africa's leading branded alcohol-beverage business with an outstanding collection of brands that range from beer, spirits and adult non-alcoholic drinks (ANADs) reaffirming our standing as a total adult beverage (TAB) company. With breweries, distilleries, support industries and a distribution network across the region, the Group's diversity is an important factor in delivering the highest quality brands to East African consumers and long-term value to investors.

As a consumer-driven business, EABL takes time to study the market and understand consumer needs and wants as well as how best to satisfy them. That is why we constantly invest in innovating and renovating our brands to stay at par with dynamic consumer trends. This goes hand in hand with our Vision to be the most celebrated business in Eastern Africa.