



EAST AFRICAN BREWERIES PLC (EABL/COMPANY)

COMMUNICATION POLICY

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1.0 Purpose

The policy aims to create effective strategies for distributing information within the organization and externally. This policy shall apply to EABL and its subsidiaries (the "Group") and its employees in undertaking internal and external communication.

2.0 Objectives

The objectives include the following:

- a) To manage expectations by outlining how and when information will be communicated, ensuring stakeholders are well-informed about the company's performance, strategies, and changes.
- b) Facilitates engagement by offering various channels for stakeholders to voice their opinions, ask questions, and provide feedback.
- c) Enhance the company's reputation by demonstrating a commitment to openness and accountability.
- d) Aligns the objectives of the company with those of its stakeholders, fostering a collaborative environment that supports the achievement of common goals.

3.0 Internal Communication

Any internal communication that affects all staff shall be the responsibility of the Corporate Relations Department via the Communications function. Anyone wishing to communicate to staff will have to seek approval from the Human Resources (HR) Department, the Corporate Relations (CR) Department and the Legal Department. This will include all online and offline communication materials targeted at all employees.

All communication shall be vetted by the CR Department to ensure that it is fit for purpose. They may recommend and implement changes to ensure the purpose for the communication is met. Departmental heads are allowed to communicate departmental issues directly to their members of staff without consultation.

The HR Department shall endeavor to provide suitable communication channels to enable employees receive and disseminate all the information required to ensure all duties are performed without fail. The following communication channels shall be used for internal communication:

- a) Emails;
- b) Intranet;
- c) Regular team meetings;
- d) Newsletters;
- e) Videoconferencing platforms like Zoom; and
- f) Surveys to obtain feedback.

For further guidance on internal communications process and requirements please do not hesitate to contact the Group Corporate Relations Director or any member of the Corporate Relations Team.

4.0 External Communication

It is the responsibility of the Corporate Relations Department to handle all external communication subject to Board approval on designated matters where applicable. All employees are restricted from any form of external communication of any Company information either written or verbal in their official capacity without prior approval from the Corporate Relations (CR) Department.

EABL will use the following external communication channels to effectively engage with stakeholders outside the company:

- a) Company website;
- b) Investor briefings;
- c) Press releases;
- d) Emails & Newsletters;
- e) Advertisements; and
- f) Social media platforms that may be in place from time to time such as Facebook, X, Instagram and LinkedIn.

5.0 Stakeholder Mapping

EABL has identified its key stakeholders to support proactive engagement and understand the needs and expectations of various stakeholders enabling the development of more precise and impactful communication strategies. The key stakeholder groups include:

- a) Staff;
- b) Consumers;
- c) Customers;
- d) Communities;
- e) Suppliers;
- f) Business Partners;
- g) Civil Society Organizations;
- h) Media;
- i) Government and Regulators;
- j) Investors;
- k) Shareholders; and
- l) Any other relevant parties with a legitimate interest in the organization's operations or outcomes.

6.0 Communication with Stakeholders

EABL is committed to ensuring regular interaction and communication with its stakeholders including all individuals, groups, or entities that have an interest in, are affected by, or can influence the organization's activities, decisions, and performance.. The Board has mapped all its stakeholders and ensures they receive full and timely information about the Company's performance. This is achieved by releasing the half-year and annual results in the local press, distributing annual reports and holding investor briefings as appropriate. The Annual General Meeting provides a useful opportunity for shareholder engagement, particularly for the Chairman to articulate the Company's progress and receive and answer questions from investors. In addition to information on the Company's activities, the following documents and policies are readily available to stakeholders on the Company's website:

- a) The Board Charter;
- b) Board Committees Terms of Reference;
- c) Past and current copies of the Annual Reports;
- d) Investor News; and
- e) Share Price performance – Kenya, Uganda and Tanzania.

7.0 Engagement with Shareholders

The Board seeks to engage with shareholders to maintain a mutual understanding of objectives between them and the Company and manage their expectations. The Executive Directors manage relations with shareholders and potential investors, who are contactable directly and via the Shares Registrar. EABL remains committed to relating openly with its shareholders by providing regular and ad hoc information on operating and financial performance and addressing any areas of concern. This is achieved through the following:

- a) Interim and annual results and publication of extracts of its financial performance in the daily newspapers, preparation of annual audited accounts and holding of the Annual General Meeting.
- b) Copies of the annual reports are made available to shareholders at least 21 days before the date of the AGM, and they are free to raise questions to the Board during the meeting.
- c) Investor briefing sessions are held immediately after the interim and full-year results are announced.
- d) The Executive Directors make regular presentations to investors (both existing and potential shareholders), meet with shareholders to discuss long-term issues and obtain their views, present at externally run investor events and communicate regularly during the year.
- e) The Company's website has a specific web page dedicated to the information requirements of the shareholders and investment analysts.
- f) The Board of Directors encourages shareholder participation at the Company's annual shareholder meetings. The Board, including the Chairs of the Committees, are available at the Company's AGMs to answer questions from shareholders.
- g) The Company also retains an external Shares Registrar who provides feedback from existing shareholders and potential investors.

8.0 Stakeholders and Corporate Citizenship

The Group's business model relies heavily on developing and maintaining strong relationships with staff, clients and regulatory authorities. The Board is conscious of its responsibility towards all stakeholders and believes this is an important consideration for the long-term growth of the business. Stakeholder engagement and feedback is taken seriously throughout the Group. Regular communication is made around the Group and internal staff.

The Group places considerable value on the involvement of its internal staff and keeps them informed on matters affecting them as employees and the various factors affecting the performance of the Group. This is achieved through formal and informal meetings and information on the Company's website and workplace.

The Group uses social media to engage directly with stakeholders through various channels, including Facebook, X, Instagram and LinkedIn. The Group also directly engages with regulators and Government agencies through membership in worldwide trade associations.

9.0 Data Protection

All communication shall be undertaken in accordance with the applicable laws and the Company's data protection policies. The Legal Department shall be engaged to approve all communication involving personal data.

10.0 Policy Review & Approval

- a) The Board Corporate Governance Committee of the Board will review this Policy at least once in every two (2) years.
- b) The Board Corporate Governance Committee of the Board will discuss any revisions that may be required and recommend any such revisions to the Board for approval.

11.0 Conclusion

This document is intended to serve as a communication guideline for both internal and external interactions at EABL. However, it should be read together with the Code of Business Conduct, HR Policy & Manual, and the EABL Investor Relations Policy.

The Board approved and adopted this Policy on 29 May 2025.

Version Control

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