

April 23, 2026



## EXPRESSION OF INTEREST: EXPO TO SHOWCASE BRAND VISIBILITY AND POINT-OF-SALE MATERIALS (POSM)

Kenya Breweries Limited (KBL), a subsidiary of East African Breweries PLC (EABL), would like to enhance innovative and creative solutions, efficiencies and effectiveness in sourcing POSM through extending an invitation for Expo participation, to eligible suppliers. The Expo will enable end users (marketing and sales teams) to attend, review and evaluate potential suppliers for engagement within their businesses.

### PURPOSE OF THE EXPO

The POSM Expo provides a platform to evaluate, align, and shortlist innovative, high-quality, durable, and cost-efficient POSM solutions that meet our brand, trade, and operational standards. It also offers POSM suppliers the opportunity to showcase scalable, real-world-ready solutions suitable for deployment across bars, liquor stores, and retail outlets.

### SCOPE OF THE EXPO

Interested suppliers of one or more of the following categories are encouraged to participate:

- Print Materials (Table Communication, Bar Mats, Tent Cards, Posters, wobblers, aisle fins, wash lines etc.).
- Textile Items (T-shirts, Aprons, Caps, Promoter Wear, Table Covers, Banners).
- Glassware (Branded Glasses, Tumblers, Chalice, Shot Glasses, Pitchers).
- Bar and store Visibility and Signage (Nameboards, Wall Signage, Lightboxes, Indoor and Outdoor Signage, gondola ends).

### ELIGIBILITY REQUIREMENTS

1. Suppliers must provide valid company registration, tax compliance, relevant licenses, and demonstrate capacity for supplying at scale.
2. Suppliers must submit company profile details including ownership, experience, and references.
3. Demonstrate technical and operational capability: Production capacity, quality control processes, logistics capability and lead times must be provided.
4. Provide indicative pricing structure, minimum order quantities, any discounts and payment terms should be included.
5. Suppliers are encouraged to highlight their sustainability and environmental initiatives.

### APPLICATION PROCESS

Interested suppliers should submit their applications electronically. Please title your submission "Expression of Interest for POSM Expo" and send it to [kenyabreweries@eabl.com](mailto:kenyabreweries@eabl.com) by 5:00 pm on the 7<sup>th</sup> of May 2026.

### IMPORTANT LEGAL CONSIDERATIONS

1. Contractual Relationship: Shortlisting for participation at the Expo does not constitute a commitment to contract and/or purchase POSM materials.
2. KBL is under no obligation to accept or respond to your expression of interest.