



FOR IMMEDIATE RELEASE

HIGH COURT GREENLIGHTS REGULATORY PROCESS FOR DIAGEO-ASAHI TRANSACTION

NAIROBI, 9 January 2026 – East African Breweries PLC (EABL) wishes to advise the general public of the directions issued today by the High Court in connection to the Application filed by Bia Tosha Distributors Limited.

Key Highlights of the Court's Ruling:

1) **Regulatory Processes to Continue:** The Court expressly ordered that the regulatory approval processes and preliminary steps for the transaction should proceed uninterrupted. The Judge recognized the significance of the transaction and declined to paralyze these essential statutory processes.

2) **Short-Term Procedural Direction:** The Court issued a temporary preservation order valid only for 11 days (until 20th January 2026) restraining only the final steps of the sale. Given that a global transaction of this magnitude requires months of regulatory engagements before final completion, this interim direction has no impact on the transaction timeline.

Next Steps: The matter has been referred to the Presiding Judge for reallocation and will be mentioned on 20th January 2026 for further directions.

Our Position:

We welcome the Court's decision to allow the regulatory phases of this transaction to continue.

We reiterate that the substantive case is a legacy commercial dispute regarding local distribution routes and has no factual or legal connection to the shareholding of our parent company.

ENDS

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