



EABL Delivers Outstanding Half-Year Results with a 38% Growth in Profit After Tax

Nairobi, 30 January 2026 – East African Breweries Plc (EABL), East Africa’s leading total beverage alcohol company, has today announced its unaudited financial results for the six months ended 31 December 2025, delivering one of its strongest half-year performances in recent periods.

The reporting period was marked by encouraging macroeconomic recovery across the region. Inflationary pressures eased in most markets, interest rates began to trend downward, and currencies stabilised or strengthened, supporting improved consumer sentiment and business confidence. While household disposable incomes remained under pressure and input costs stayed elevated, the overall operating environment showed signs of recovery.

Jane Karuku, Group Managing Director and CEO of EABL, said *“We delivered one of our strongest half-year performances in recent periods. Net revenue grew by 11% to Kshs. 75.5 billion, supported by strong volume growth of 8% and effective revenue management. Profit After Tax increased by 38% to Kshs. 11.2 billion, underpinned by disciplined cost control, margin expansion, and reduced financing costs. We also strengthened our balance sheet, with total debt reducing by Kshs. 2.3 billion. Despite ongoing pressures on consumers, our teams executed with agility and precision across our markets, reflecting the strength of our brands, the relevance of our portfolio, and the clarity of our strategy.”*

In line with its commitment to delivering shareholder value, the Board of Directors has recommended an interim dividend of Ksh 4.00 per share, subject to withholding tax. This represents an increase of Kshs. 1.50 per share over the prior year, reflecting confidence in the Group’s performance and outlook.

EABL continued to advance its strategic priorities during the period, with sustained investment in innovation, commercial execution, digital capability, and sustainability. These initiatives are strengthening the business’s ability to respond to evolving consumer preferences while building long-term resilience.

Commenting on the outlook, Jane Karuku added: *“Global and regional trends are increasingly working in our favour. Consumers are gravitating towards trusted brands, local relevance, and quality experiences, while East Africa’s youthful demographics and accelerating digital adoption continue to unlock new growth opportunities, enabling us not only to respond to change, but to shape it.”*

With regard to the proposed EABL - ASAHI transaction, on 17 December 2025, Diageo announced the sale of its shareholding in EABL to Asahi Group Holdings, Ltd. Subject to regulatory approvals, completion is expected in the second half of calendar year 2026. The Group continues to engage



with all stakeholders and remains confident that the transaction will further strengthen the business and support long-term value creation.

- Ends -

About EABL

East African Breweries PLC (EABL) is a regional leader in beverage alcohol with an exceptional portfolio of beer and spirits brands. While its core markets are Kenya, Uganda, and Tanzania, EABL products are sold in more than 10 countries across Africa and beyond.

The Group's portfolio combines iconic local brands and leading international premium spirits, including Tusker, Guinness, Bell Lager, Serengeti, Kenya Cane, Chrome, Johnnie Walker, Captain Morgan, and Smirnoff.

Our performance ambition is to be one of the best performing, most trusted and respected consumer products companies in Africa. We are proud of the brands we make and the enjoyment they give to millions. We are passionate about alcohol playing a positive role in society as part of a balanced lifestyle.

For media inquiries, please contact:

Waithera Mwai

Head of Communications

Email: Waithera.mwai@eabl.com

Note to Editors:

Full financial results for H1 FY26 are available on our website at

<https://www.eabl.com/investors/financial-results>