



MESSAGE FROM THE KBL MANAGING DIRECTOR

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“**W**e are the first generation to feel the effect of climate change and the last generation who can do something about it.”

- Barack Obama, Former US President

I am delighted to present our third annual Sustainability Report to the world. We in KBL are proud of the strides we have made in integrating sustainability into our business practices, fostering social impact, and preserving the environment. We recognise that our operations have direct and indirect

impacts on the environment, communities, and the economy and as such, have embraced sustainability as a core value, shaping our decisions, strategies, and actions. Environmental stewardship lies at the heart of our sustainability efforts. We are dedicated to reducing our carbon emissions, conserving natural resources, and promoting sustainable practices throughout our value chain.

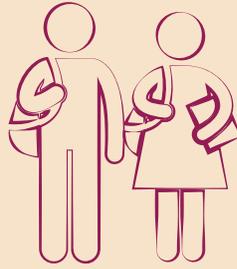
Through renewable energy investments, waste reduction programmes, and responsible sourcing, we aim to contribute to the preservation of Kenya's natural beauty and combat climate change.

Our production sites are almost 100% net zero, since we installed biomass across our operations. In the last six months, since January 2023, we have been producing our beverages mainly from renewable energy, with our biomass boilers at our Kisumu and Tusker plants, the latter in Nairobi, running at over 97% renewable fuel.

Furthermore, this year we concluded the successful pilot of Project Rudisha, through which we aim to run a sustainable glass collection operation in our Spirits business.

We will make the shift from one way glass use to a returnable spirits glass model. Rudisha will help us reduce our Scope 3 emissions, value chain emissions, which are the majority of businesses' total greenhouse gas (GHG) emissions. The other benefits of the project will include reduced water and energy consumption, reduced contribution to landfills and reduced cost of business. Additionally, the project will provide jobs to people who will collect, wash, sort, and return the glass bottles to us.

Project Rudisha demonstrates our awareness and understanding of the interconnected nature of sustainable practices, and we look forward to the next phase of the project.



289,542

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268,013

We also significantly surpassed our Water Replenishment targets, achieving an outcome of 268,013 cubic metres.

Additionally, this year KBL significantly surpassed our annual targets on our SMASHED programme, reaching 289,542 students with messages on the dangers of underage drinking. We worked closely with partners such as the Ministry of Education, the Teachers Service Commission, and various secondary schools across the country to achieve this. Furthermore, we continue to sustain and develop our partnership with the National Transport and Safety Authority (NTSA) to educate and sensitise road users on responsible drinking to enhance road safety in Kenya. We also significantly surpassed our Water Replenishment targets, achieving an outcome of 268,013 cubic metres, compared to a target of 221,948 cubic metres.

Also unique was our approach to implementing Inclusion and Diversity during the year. We ran an all-women smallholder farmer training to not only train the women farmers on good agricultural practices, but to also discuss gender and social norms prevalent in the smallholder farmer communities.

At KBL, sustainability is not just an aspiration but a driving force that propels our organisation forward. True leadership lies in integrating sustainability into our DNA, empowering our teams to think creatively, and nurturing a culture that values purpose-driven action. Together, we can build resilient organisations that drive positive change and create a world we can be proud to leave behind.

Mark Ocitti

KBL Managing Director