

F24 FY RESULTS

July 2024



Agenda

Business Review

Financial Review

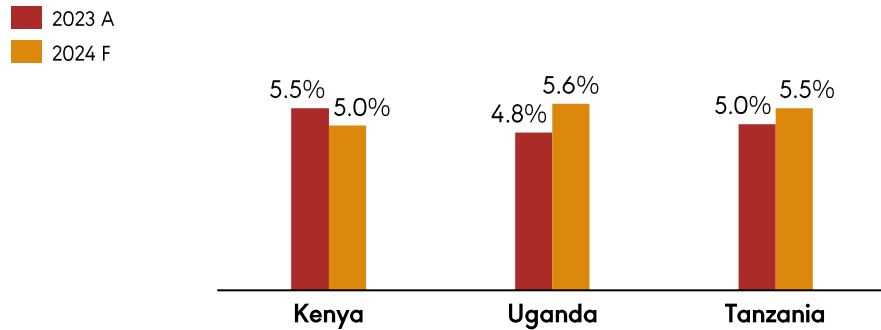
Looking Ahead

Q&A

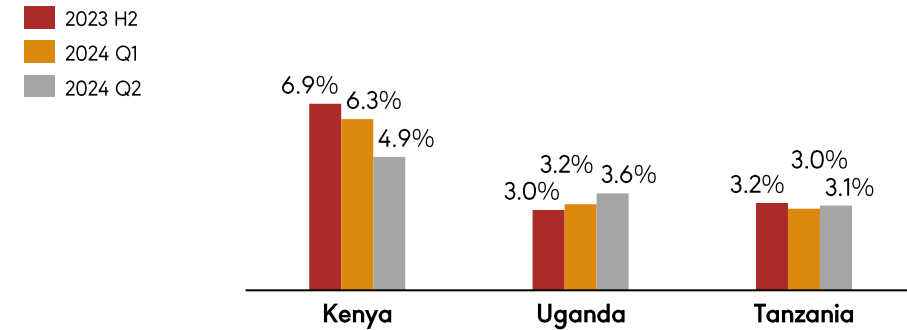


MACRO ENVIRONMENT HAS SHOWN SIGNS OF RECOVERY IN THE LAST QUARTER

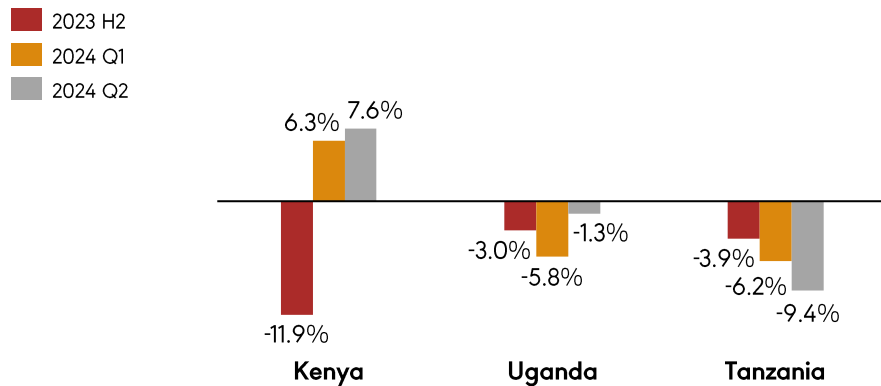
GDP Growth (%)



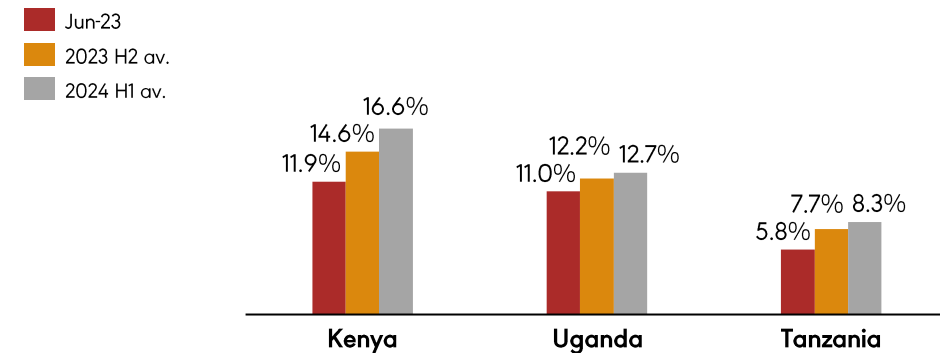
Inflation (%)



Currency (US\$; % Spot vs June '23)



Interest Rates (%)



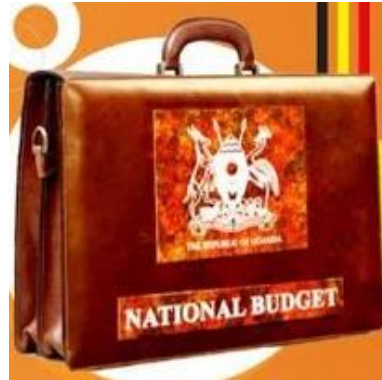
DISRUPTIONS TO OUR OPERATING ENVIRONMENT

Climate change



El Nino rains impacting operations

Unpredictable tax policy



Government debt impacting policy

Social unrest



Tensions disrupting operations

Rising cost of doing business



Inflation impact of Kes 8bn

Spend reprioritisation



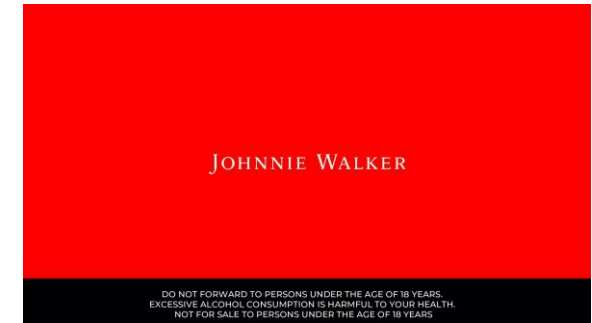
Alcohol share of wallet dropping by 2% vs Aug '23

Lower purchasing power



Earnings growth slower than inflation impacting discretionary spend

Exploration and Novelty



Desire to expand horizons and experiment more

Category



- Industry growing with Beer the majority and Spirits growing faster
- Premium and value growing while mainstream is constrained

Channel



- On trade dominant
- Off-trade and emerging channels continuing to grow



OUR STRATEGY



To create the best performing, most trusted and respected consumer products company in Africa

Vibrant Beer

Explode Mainstream Spirits

Win in Premium

Shape New Frontiers

Aspirational and Accessible Innovations

Digital Transformation

Route to Consumer

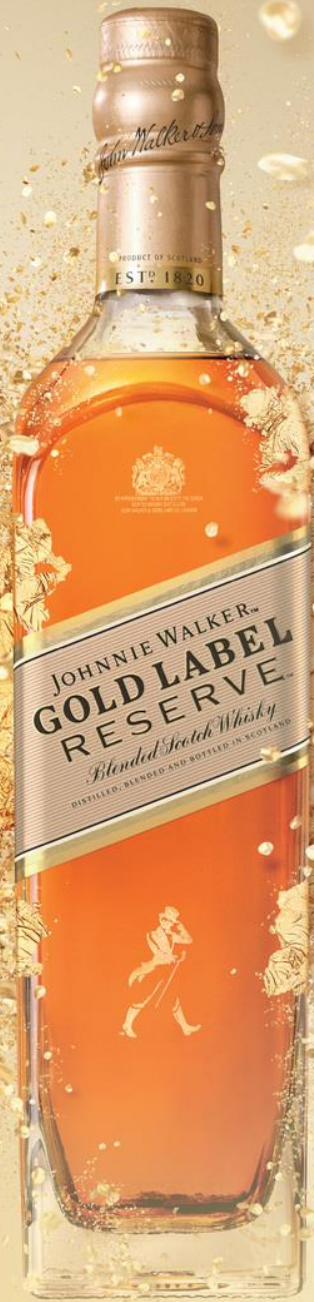
Reputation, Society 2030

Supply Footprint

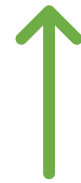
Efficient Growth / Productivity

Unlock growth through People and Organisation

OUR PERFORMANCE AT A GLANCE



Volume



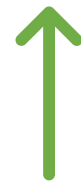
+1%

Net Sales



+13%

OP
(before FX)



+10%

DPS (KES)

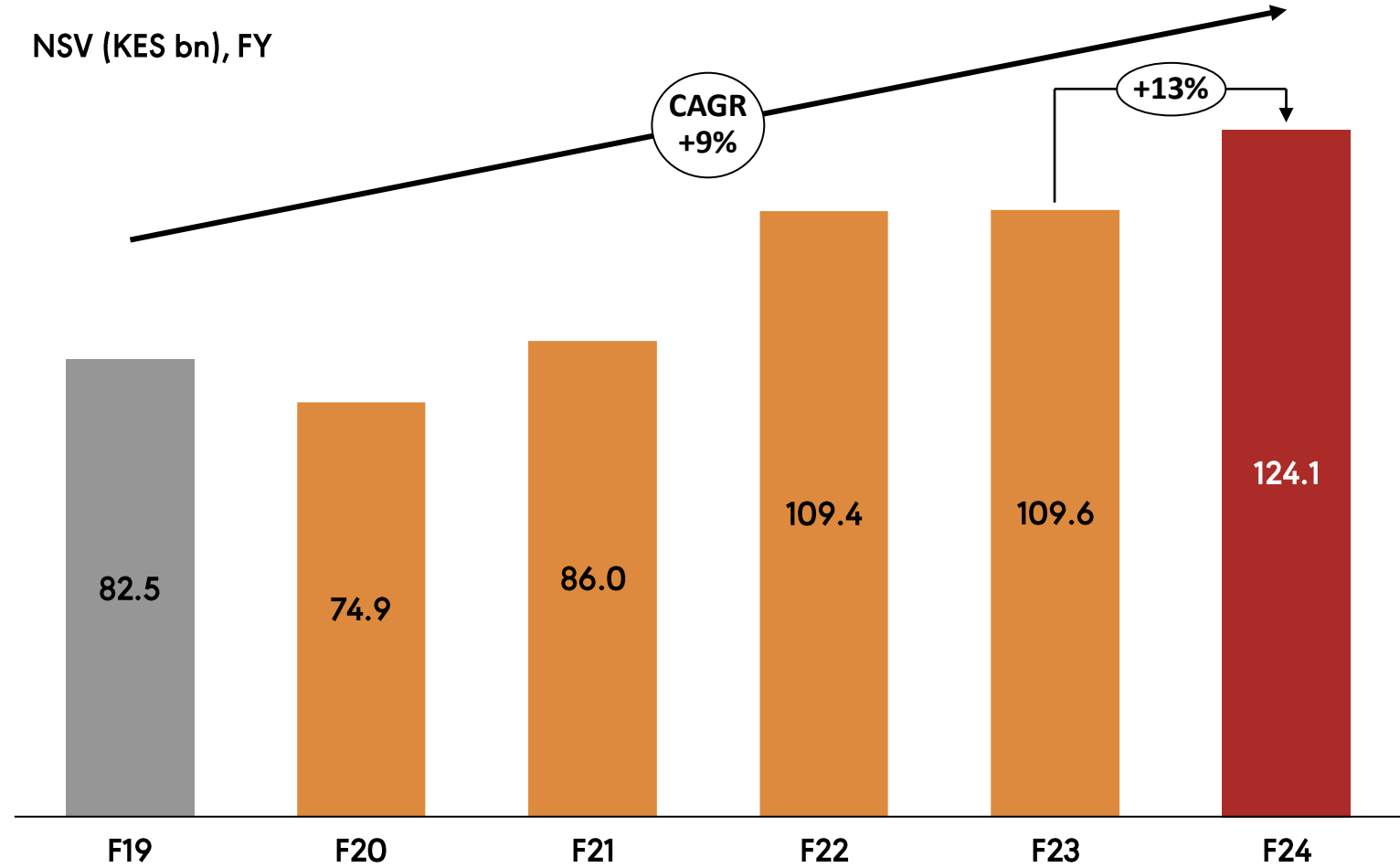


7.00

STRONG GROWTH ACHIEVED OVER TIME

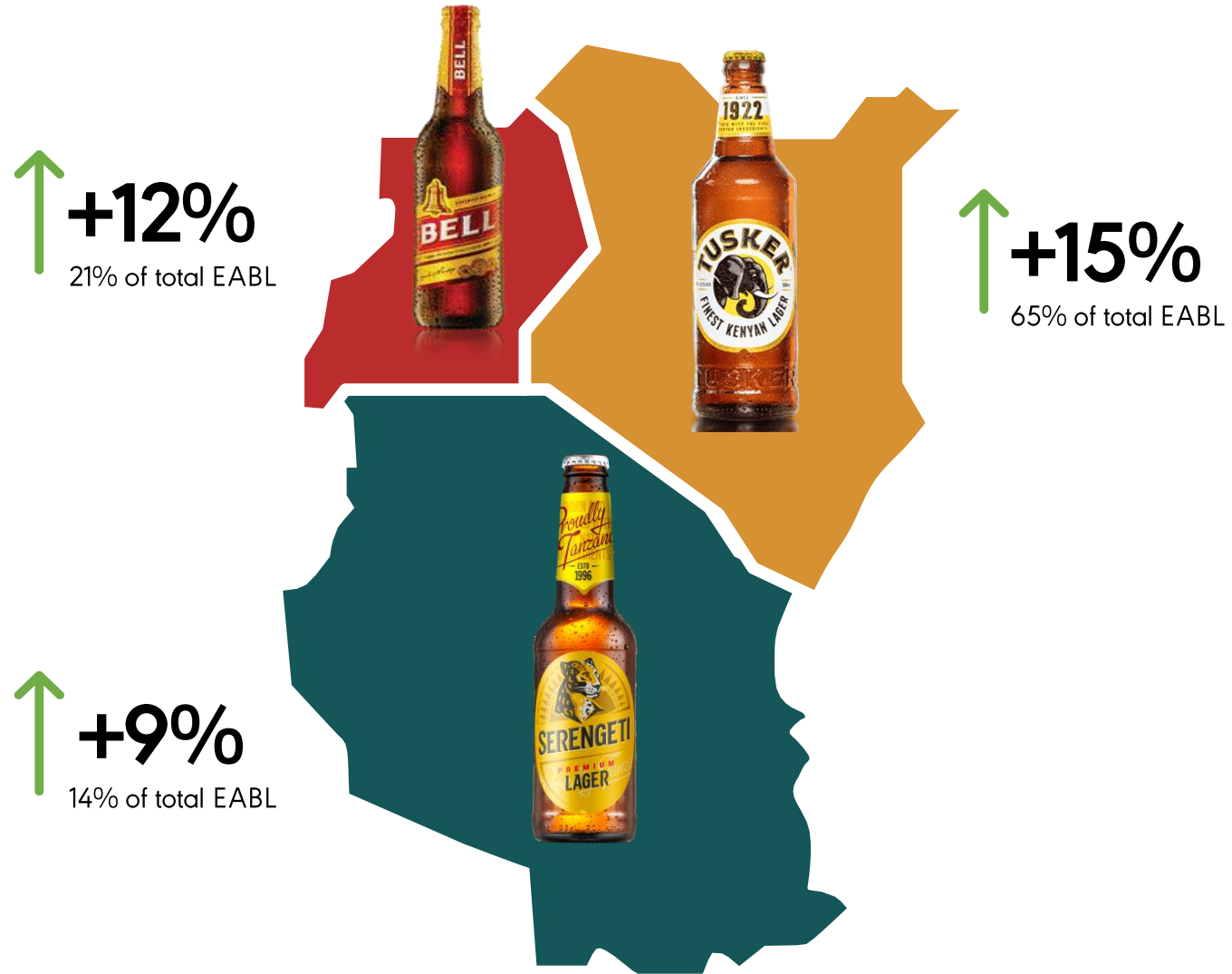


NSV (KES bn), FY



ALL MARKETS IN GROWTH

NSV Growth (% YoY)



VIBRANT BEER: GREAT PORTFOLIO AS A COMPETITIVE ADVANTAGE

Growth vs F23

↑ **+12%**



EXPLODE MAINSTREAM SPIRITS: GREAT PORTFOLIO AS A COMPETITIVE ADVANTAGE

Growth vs F23

↑ **+10%**



WIN IN PREMIUM: GREAT PORTFOLIO AS A COMPETITIVE ADVANTAGE

Growth vs F23

↑ **+13%**



SHAPE NEW FRONTIERS: GREAT PORTFOLIO AS A COMPETITIVE ADVANTAGE

Growth vs F23

↑ **+36%**



SMIRNOFF
New
PINEAPPLE PUNCH & GUARANA
More **FLAVOUR**, More **EDGE**

INTERNATIONAL BEER DAY

UGX 500
off every bottle.

Carrefour

DO NOT FORWARD TO PERSONS UNDER 18 YEARS



ENJOY A
CRISP
MOMENT TODAY

White Cap
CRISP
NO ADDED SUGAR
ALC 3.0% V/V

White Cap[®]

kbl
Est. 1922

DO NOT FORWARD TO PERSONS UNDER THE AGE OF 18 YEARS.
EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS

Win in Premium



Vibrant Beer



Explode Mainstream



MICROBREWERY: TAPPING INTO THE NEXT GENERATION OF CONSUMERS



Advantaged RtC



Winning at the Point of Sale



Building Emerging Channels



DIGITALLY LED TO DELIVER AVAILABILITY AT SCALE AND BRAND BUILDING EFFICIENCY

B2B



Brand Building



B2C



Environmental (E)



Social (S)



Governance (G)



DIVERSE WORKFORCE THAT IS HIGHLY ENGAGED

High performance



Culture and Engagement



Talent and Capability



OUR TEAMS HAVE SEEN THE ACCOLADES ROLL IN THIS YEAR!



- Employer awards in KE and TZ
- Marketing awards in KE and UG
- CR and Sustainability awards in KE and UG
- Legal awards in KE
- Supply awards in KE and UG
- I&D Award in UG

Agenda

Financial Review



STRONG DELIVERY ACROSS KEY METRICS



Net Sales

↑ **+13%**

EBIT

↑ **+3%**

FCF

↑ **+15Bn**

Total Debt

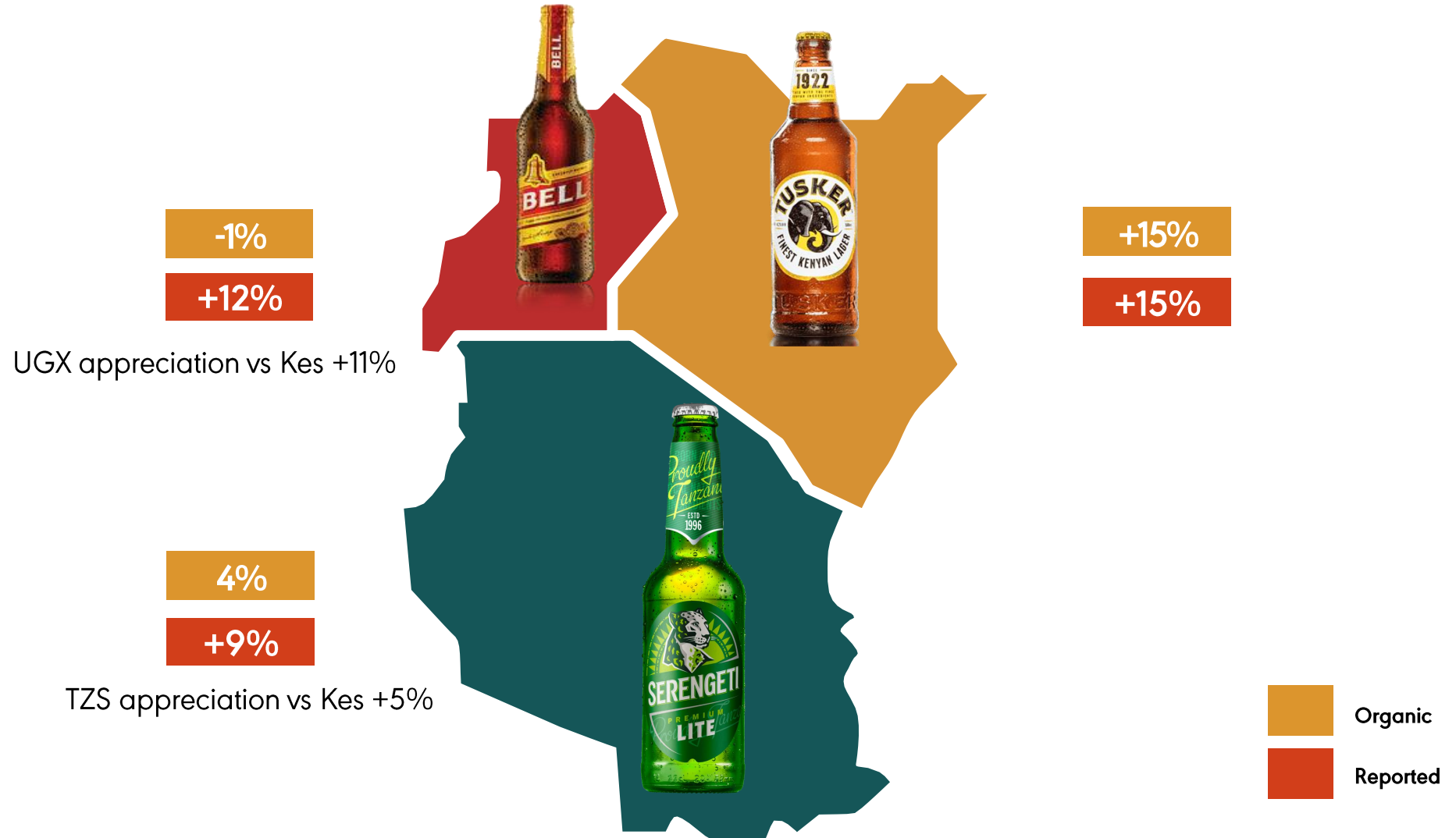
↓ **-11Bn**

SOLID TOPLINE AND OPERATING PROFIT (EXCLUDING FX) GROWTH



Kes bn	F24	F23	vs F23
Net Sales	124.1	109.6	+13% ▲
Cost of Sales	(70.3)	(62.2)	+13% ▲
Gross Profit	53.8	47.4	+14% ▲
Expenses	(25.0)	(21.1)	+18% ▲
Operating Profit (before Fx)	28.8	26.3	+10% ▲
Fx	(3.9)	(2.1)	+84% ▲
EBIT	24.9	24.2	+3% ▲
Net Finance Cost	(8.2)	(5.5)	+49% ▲
Profit Before Tax	16.8	18.7	-10% ▼
Income Tax	(5.9)	(6.4)	-8% ▼
Profit After Tax	10.9	12.3	-12% ▼
<i>Attributable to:</i>			
Equity holders	8.2	9.8	-17% ▼
Minorities	2.7	2.5	+11% ▲
Earnings per Share	10.3	12.5	-17% ▼

REPORTED VS CONSTANT CURRENCY PERFORMANCE

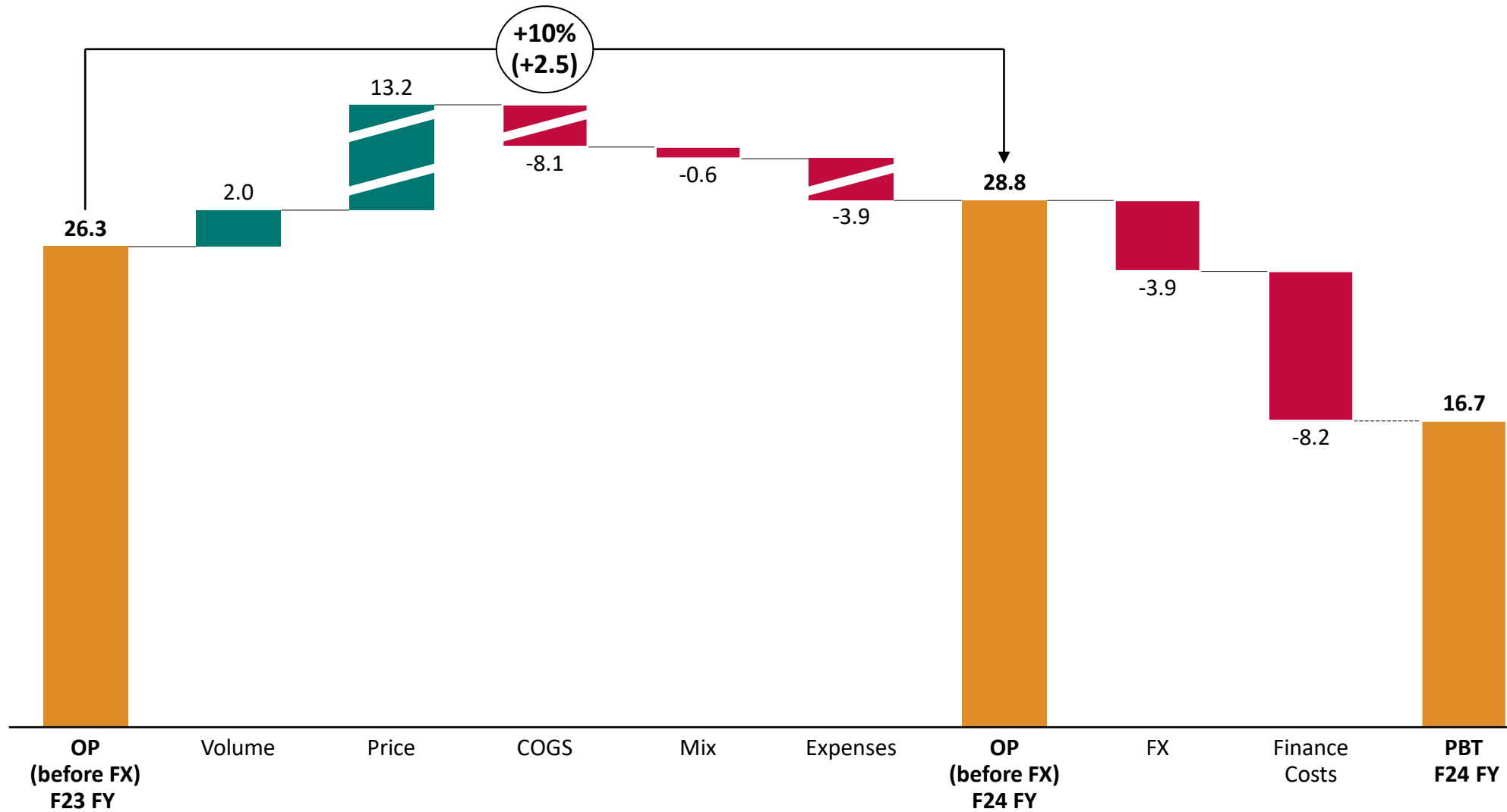


Currency appreciation: Cumulative Weighted Average Rates, 12months

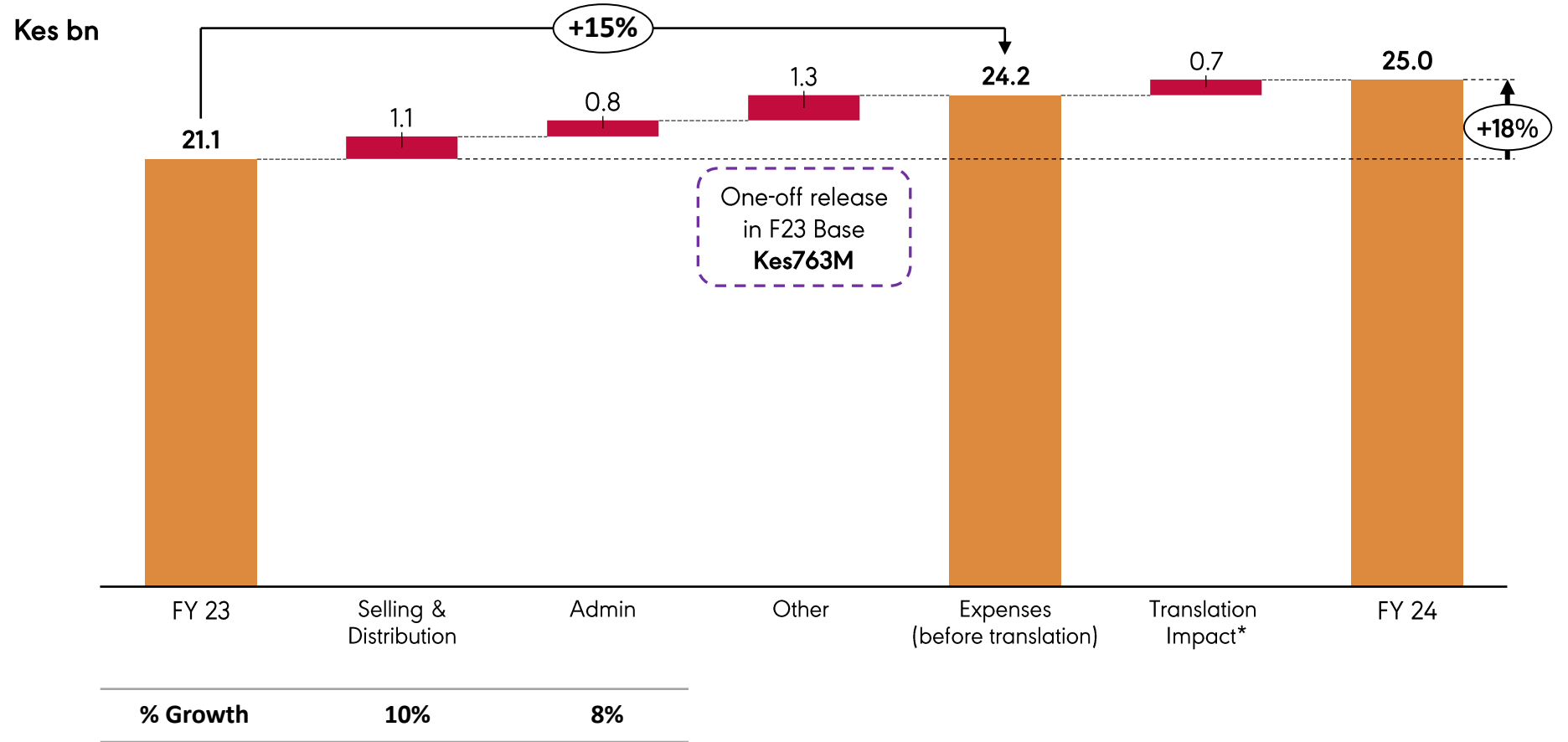
OPERATING PROFIT GROWTH DILUTED BY FX AND FINANCE COSTS



Kes bn



INVESTING IN OUR BRANDS

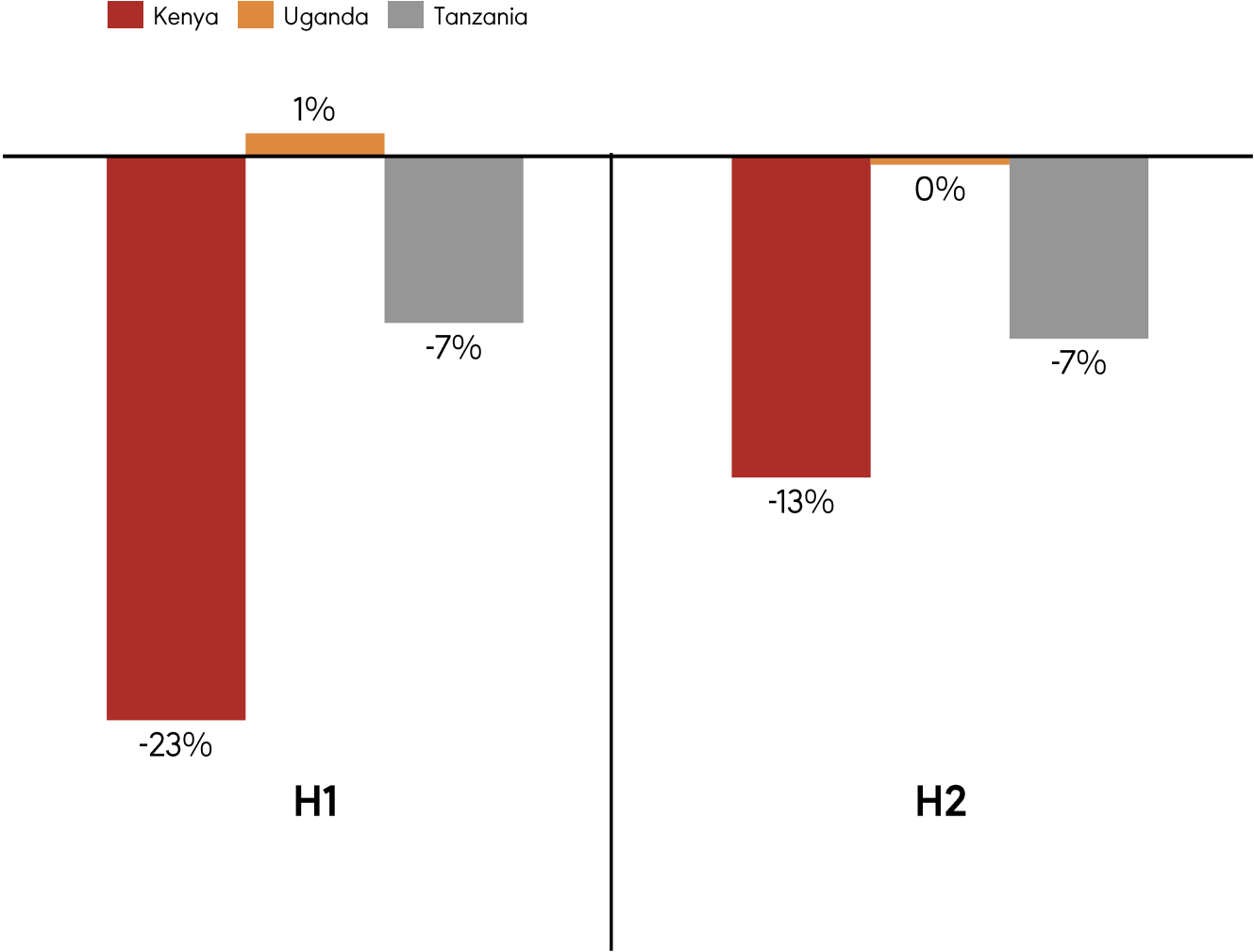


*Translation impact of foreign subsidiaries

CONTINUED CURRENCY VOLATILITY

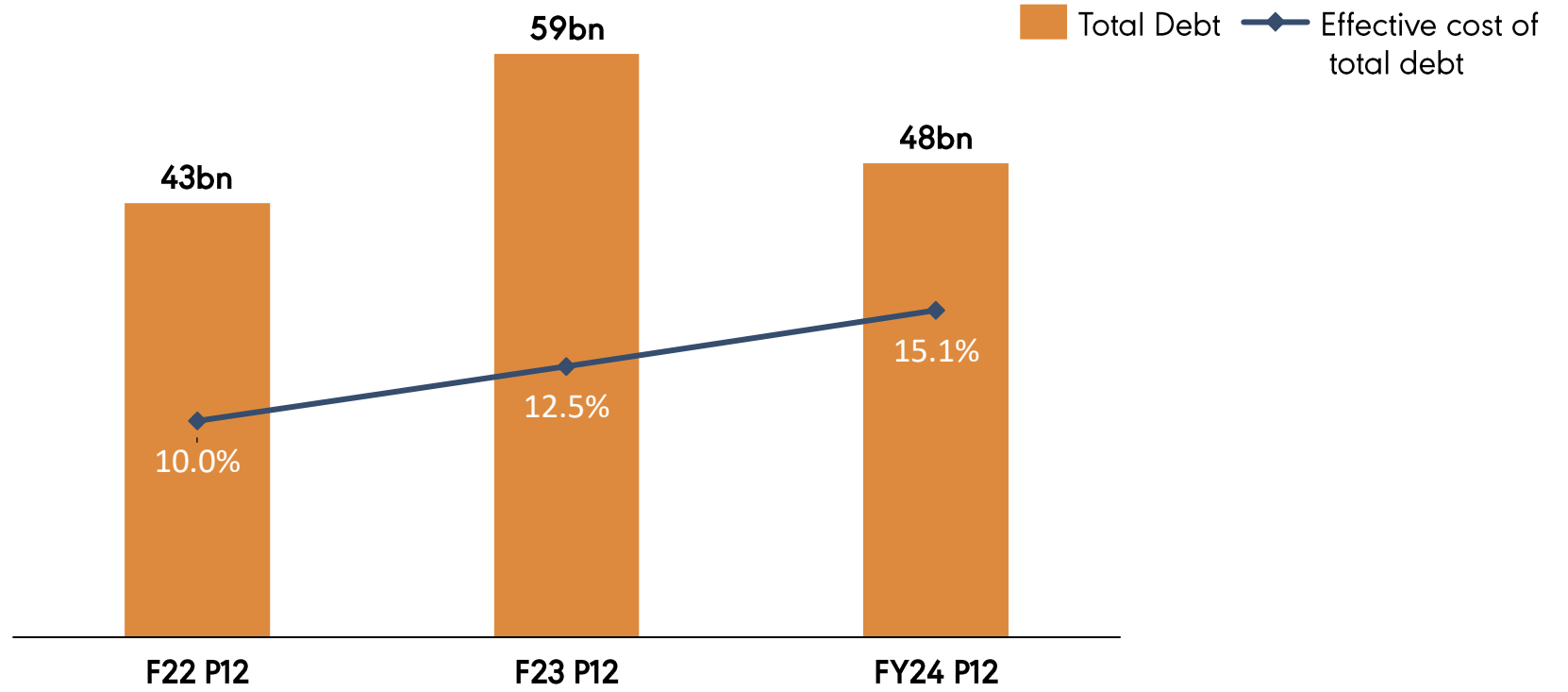


Vs USD



Currency appreciation/ depreciation: Cumulative Weighted Average Rate, 12months

DEBT REDUCTION CUSHIONING IMPACT OF RISING INTEREST RATES

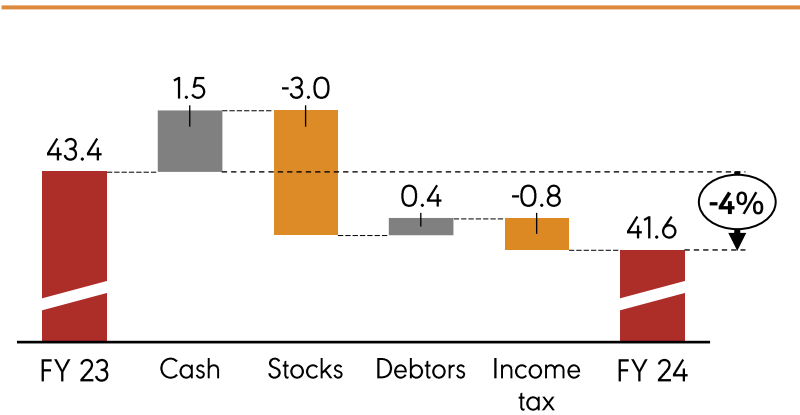


T-bill	9.0%	12.7%	16.8%
Net Debt/ EBITDA	1.05	1.63	1.17

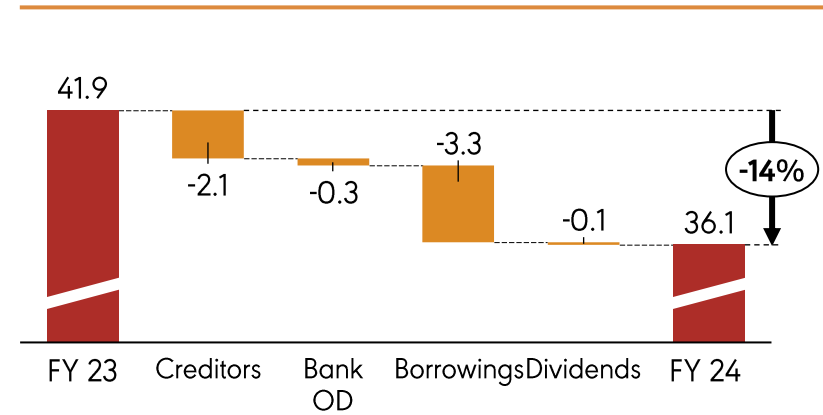
STRENGTHENED BALANCE SHEET

Current Assets

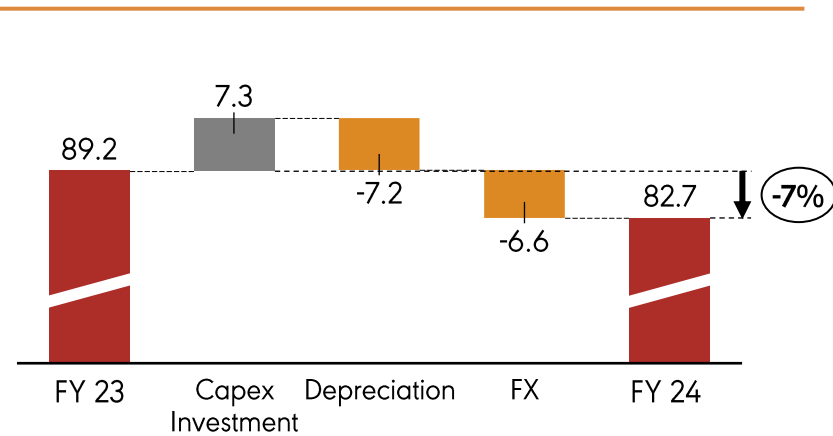
■ Increase
■ Decrease



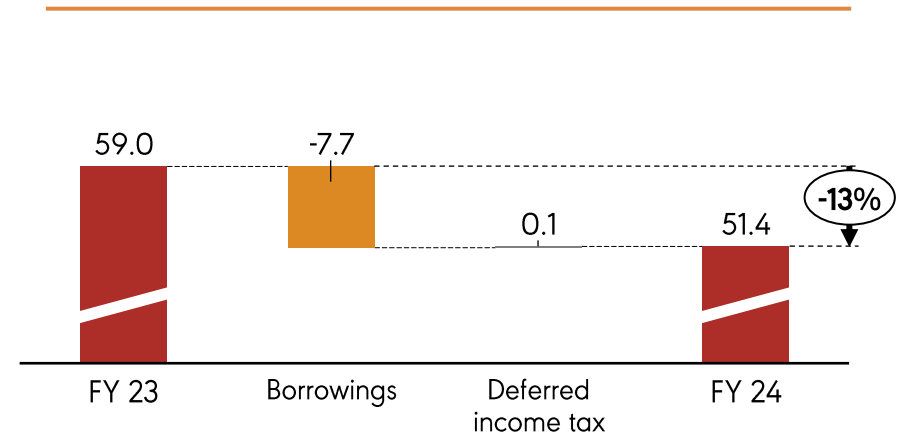
Current Liabilities



Non-Current Assets



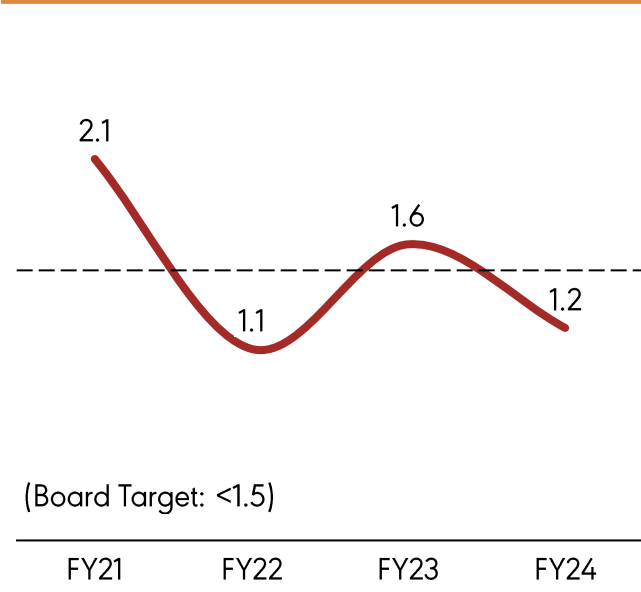
Non-Current Liabilities



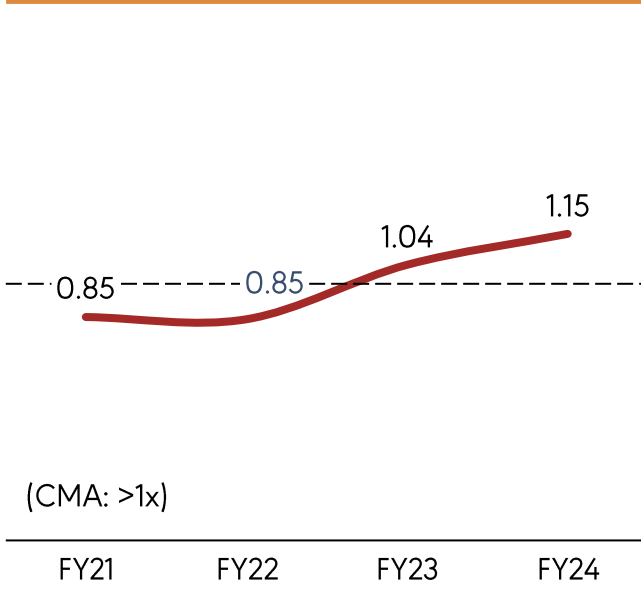
BALANCE SHEET RATIOS IMPROVING



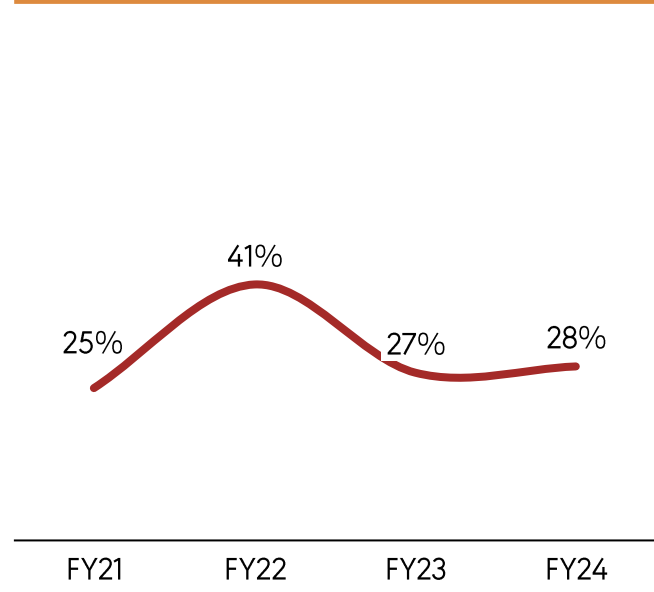
Net Debt/EBITDA



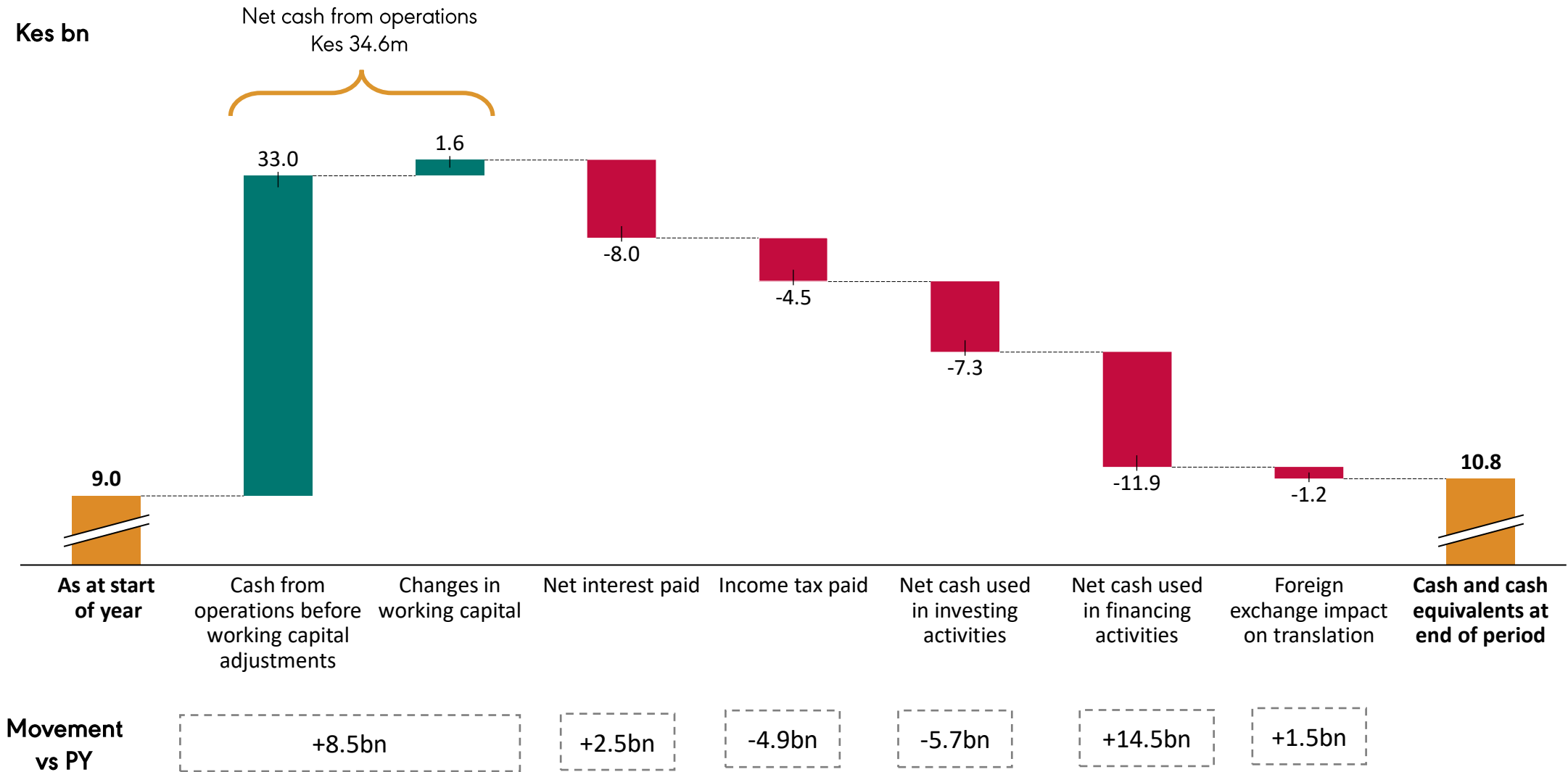
Current Ratio



ROCE



STRONG CASH GENERATION FROM OPERATIONS

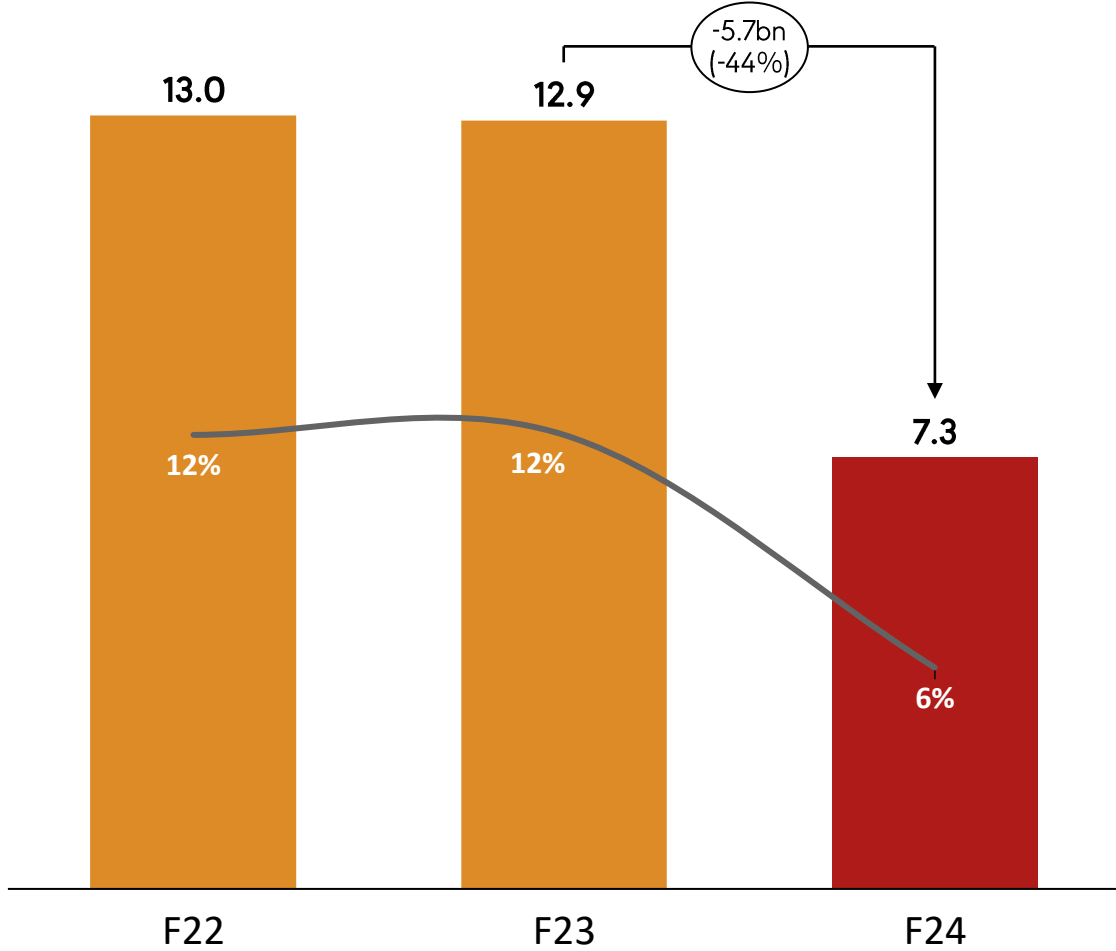


PRIORITISED CAPEX SPEND



Capex Spend, KES bn

— Capex % NSV



Agenda

Looking Ahead



F25 PRIORITIES





Q&A

Cautionary statement concerning forward-looking statements

This document contains ‘forward-looking’ statements. These statements can be identified by the fact that they do not relate only to historical or current facts. In particular, forward-looking statements include all statements that express forecasts, expectations, plans, outlook, objectives and projections with respect to future matters, including trends in results of operations, margins, growth rates, overall market trends, the impact of changes in interest or exchange rates, the availability or cost of financing to EABL, anticipated cost savings or synergies, expected investments, the completion of any strategic transactions and restructuring programmes, anticipated tax rates, changes in the international tax environment, expected cash payments, outcomes of litigation or regulatory enquiries, anticipated changes in the value of assets and liabilities related to pension schemes and general economic conditions. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There are a number of factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements, including factors that are outside EABL's control.

Factors that could cause actual results and developments to differ materially from those expressed or implied by forward-looking statements include, but are not limited to:

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- changes in consumer preferences and tastes, including as a result of changes in demographics, evolving social trends (including any shifts in consumer tastes towards small-batch craft alcohol, low or no alcohol, or other alternative products), changes in travel, vacation or leisure activity patterns, weather conditions, health concerns, pandemics and/or a downturn in economic conditions;
- any litigation or other similar proceedings (including with tax, customs, competition, environmental, anti-corruption or other regulatory authorities), including litigation directed at the beverage alcohol industry generally or at EABL in particular;
- changes in the domestic and international tax environment, leading to uncertainty around the application of existing and new tax laws and unexpected tax exposures;
- the effects of climate change, or legal, regulatory or market measures intended to address climate change, on EABL's business or operations, including on the cost and supply of water;
- changes in the cost of production, including as a result of increases in the cost of commodities, labour and/or energy or as a result of inflation;
- legal and regulatory developments, including changes in regulations relating to production, distribution, importation, marketing, advertising, sales, pricing, labelling, packaging, product liability, antitrust, labour, compliance and control systems, environmental issues and/or data privacy;
- the consequences of any failure by EABL or its associates to comply with anti-corruption, sanctions, trade restrictions or similar laws and regulations, or any failure of EABL's related internal policies and procedures to comply with applicable law or regulation;
- the consequences of any failure of internal controls, including those affecting compliance with existing or new accounting and/or disclosure requirements;
- EABL's ability to maintain its brand image and corporate reputation or to adapt to a changing media environment;
- contamination, counterfeiting or other circumstances which could harm the level of customer support for EABL's brands and adversely impact its sales;
- increased competitive product and pricing pressures, including as a result of actions by increasingly consolidated competitors or increased competition from regional and local companies, that could negatively impact EABL's market share, distribution network, costs and/or pricing;
- any disruption to production facilities, business service centres or information systems, including as a result of cyber-attacks;
- increased costs for, as well as shortages of, talent, as well as labour strikes or disputes;
- EABL's ability to derive the expected benefits from its business strategies, including in relation to expansion in emerging markets, acquisitions and/or disposals, cost savings and productivity initiatives or inventory forecasting;
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- any failure by EABL to protect its intellectual property rights.

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