

EAAGADS LIMITED

COMMUNICATION POLICY

TABLE OF CONTENTS

1. PURPOSE	3
2. SCOPE OF THE POLICY	3
3. OBJECTIVES	3
4. INTERNAL COMMUNICATION	3
5. EXTERNAL COMMUNICATION	3
6. INVESTOR RELATIONS	4
7. CRISIS COMMUNICATION	5
7.1 Crisis Communication Team	5
8. REVIEW	5

1) PURPOSE

The purpose of this Policy is to ensure that communication across the Company is consistent, well-coordinated, effectively managed and responsive to the diverse information needs of the public. It is aimed at fostering effective internal and external communication among Eaagads employees and other stakeholders. It is expected that the document will enable the Company work effectively to realize its Vision and Mission.

2) SCOPE OF THE POLICY

This Policy applies to the communication efforts of Eaagads' Board of Directors, Management, and employees. In addition, the Policy provides guidelines on recommended corporate communication in the Company, including written communication, oral communication among others, to include but not limited to:

- a) Written communication such as advertisements, news releases, speeches by Management, correspondence, conference and exhibitions, the Company website, email, social media and blogs.
- b) Oral communication such as, face to face or group meetings, telephone conversation, teleconferencing, interviews, and news conferences.

3) OBJECTIVES

This Policy is constructed around four objectives, namely:

- a) Provide efficient and effective communication mechanisms among management, staff, shareholders and other stakeholders.
- b) To ensure that all stakeholders are fully informed of relevant Company activities.
- c) To ensure the Company activities are promoted strategically.
- d) Promote the use of appropriate communication channels at all times.

4) INTERNAL COMMUNICATION

All internal communication serves to increase employee knowledge about the Company's operations and create a positive image of Eaagads as an employer. Internal communication satisfies each employee's need for objective, true and open information about Eaagads operations and surroundings. Through internal communication, the Company reinforces cohesion, motivation and creates an inclusive workplace. The Company will utilize, but not limited to the below communication channels:

- a) Internal communication platforms, such as Microsoft Teams
- b) Corporate meetings (business fields, subsidiaries, affiliated companies and group)
- c) Newsletters
- d) Other communication between managers and employees
- e) Memos on soft boards.

4.1 Responsibility for Internal Communication

- a) Managers at all levels have the responsibility to communicate within their respective units and ensure that internal communication is fast and efficient. It falls upon them to keep themselves updated on relevant information.
- b) All managers and employees have the responsibility to inform those affected within their own organization.

5) EXTERNAL COMMUNICATION

The Company recognizes the importance of engaging with key stakeholders about key developments in a timely manner. The Company will provide factual, adequate and timely information to all stakeholders on all major events.

The Company shall disclose necessary information that stakeholders would be interested in. The Company will achieve this by:-

- 5.1 The development of the Company's Communication Strategy.
- 5.2 Ensuring there is awareness amongst stakeholders of relevant information regarding the Company's business and services.
- 5.3 Promoting a positive corporate identity.
- 5.4 Maintaining and monitoring methods of external communication such as:-
 - a) Email;
 - b) Company website;
 - c) Publications;
 - d) Annual report;
 - e) Events/ Exhibitions;
 - f) Public Liaison;
 - g) Presentations;
 - h) Direct and indirect personal contacts; and
 - i) Social media sites (Facebook, Twitter etc.).
- 5.5 Taking reasonable steps to ensure that communication is accessible to all by ensuring that information is made available in a variety of formats for example in alternative languages, in Braille, by e mail on audio cassette etc. in line with the Company's commitment to Equality and other relevant legislation.
- 5.6 Responsibility for external communication:
 - a) The General Manager – Coffee Operation is the official spokesperson for the Company. Nonetheless, the Country Head-Kenya may authorize other Company officers in writing to be spokesperson depending on the subject matter at hand. Staff shall not respond to requests for information regarding the Company from external sources such as the media unless where they have been authorized to do so by the Country Head-Kenya.
 - a) Notwithstanding the above, the Chairperson may issue statements on policy issues arising from the Board's responsibility, policies, strategies, Company's mandate, nominations, appointments, compensation, staff, welfare, quarterly updates on governance matters, statutory reports and any other issues regarding the strategic management of the Company. Other Board Members are not permitted to make statements without prior consultation and approval from the Board Chairperson.
 - b) All communication content by the authorised spokesperson or any other designated officer must be approved by the Managing Director or by the Board as the case may be before dissemination.

6) INVESTOR RELATIONS

- 6.1 The purpose of Eaagads information to the capital market and investors is to increase knowledge and recognition of the Company and its operations. Capital market relations shall ensure continued financing possibilities through the securities market. The goal is also to increase the interest in the share as an investment opportunity, the number of shareholders, and the trade in the share. This is done by:
 - a) Continuous work to instill confidence in Eaagads management.
 - b) Providing continuous information about the operations to create the conditions for correct valuation of the Company.
 - c) Providing information which supports a stable and accurate share price development.
- 6.2 The Target Groups of the investor relations communication include:
 - a) Capital Markets Authority (Regulatory/Supervisory Authorities).
 - b) The Nairobi Securities Exchange.
 - c) Current and potential shareholders in Eaagads.
 - d) Financial analysts on the securities market, in Kenya and abroad.
 - e) Institutional investors and larger trustees, in Kenya and abroad.
 - f) Financial journalists, in Kenya and abroad.

- 6.3 The Communication channels to be used include:
 - a) The Company website.
 - b) Annual reports and interim reports.
 - c) Press releases.
 - d) Investor meetings.
 - e) Analyst meetings (physical and/or by e-mail/phone).
 - f) Newspaper publications.
 - g) Media contacts.
- 6.4 Investor relations should be based on mutual trust and continual and correct provision of information. The contacts with investors and the capital markets should be continuous.
- 6.5 Information which shall immediately be made public at specific information events includes year-end reports, interim reports, statements from general meetings, and any material announcements.

7) CRISIS COMMUNICATION

- a) Eaagads shall proactively deal with issues that have potential to damage the Company's relations with its customers and employees, or its reputation, financial position or other vital interests before they degenerate into a crisis.
- b) The Managing Director shall constantly monitor local and international news and advise the Board of Directors on issues/ trends relevant to the Company.

7.1 Crisis Communication Team

- a) An Adhoc Crisis Management Team shall be assembled by the General Manager – Coffee Operations to handle crises facing the Company.
- b) The team shall constantly monitor, interpret, and manage issues so that they do not escalate.
- c) At the time of a crisis, the team will assess the severity of the crisis and determine the course of action, which must be approved by the Country Head-Kenya. The Country Head-Kenya shall then make necessary communication to relevant stakeholders and the Board of Directors in a timely manner.

8) REVIEW

This policy shall be reviewed once every two (2) years, or as and when necessary, by the Committee which shall recommend any proposed changes to the Board for approval.

This policy was approved and adopted by the Board on 2024.

Signed by the Chairman of the Board:

DocuSigned by:
Dr. Joseph Kangara Kimemia
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Dr. Joseph Kangara Kimemia

13 June 2024

Date