



**EAAGADS LIMITED**

**STAKEHOLDER ENGAGEMENT POLICY**

FOR SHAREHOLDER APPROVAL

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FOR SHAREHOLDER APPROVAL

## 1. PREAMBLE

- 1.1 The Capital Markets (Public Offers, Listings, and Disclosures) Regulations, 2023 (POLD Regulations, 2023) require issuers to develop frameworks for the effective and proactive management of stakeholder relationships.
- 1.2 Eaagads Limited (the "Company" or "Eaagads") acknowledges that effective stakeholder engagement is fundamental to achieving its strategic objectives and maintaining sustainable growth.
- 1.3 The Company has adopted an inclusive and structured approach to stakeholder engagement focused on fostering mutual trust, promoting transparency, and supporting long-term value creation. Stakeholder perspectives are integrated into the Company's strategy, operations, and governance, in compliance with applicable laws, regulations, and best practice standards.

## 2. PURPOSE

- 2.1 The purpose of this Stakeholder Engagement Policy (hereinafter referred to as the "Policy") is to set out the core principles of stakeholder engagement and to provide a framework for guiding the Company's relationship with its stakeholders, with a view to ensuring that:
  - 2.1.1 Eaagads reputation is safeguarded and positioned for long-term credibility;
  - 2.1.2 opportunities for collaboration and mutual value creation are recognised and pursued;
  - 2.1.3 risks linked to stakeholder perceptions are proactively identified, assessed, and addressed;
  - 2.1.4 feedback from stakeholders is incorporated into decision-making to enhance corporate responsiveness and accountability; and
  - 2.1.5 stakeholder experiences are managed to maintain and enhance long-term brand loyalty and to encourage advocacy.

## 3. POLICY SCOPE

- 3.1 This Policy provides guidance to the Company's Directors, Management, and Employees on incorporating stakeholder considerations into business decision-making and executing effective engagement.
- 3.2 It applies to all personnel across locations, business units, and corporate functions, ensuring that stakeholder interactions advance broader stakeholder interests and support a responsible, sustainable, and value-driven business model.
- 3.3 For companies in which the Company holds an interest but that are not part of the Group, as well as for joint ventures or other entities under its management, Eaagads shall promote alignment with the core principles of stakeholder engagement set out in this Policy.

## 4. PRINCIPLES

This Policy is supported by the following principles:

- 4.1 all stakeholder engagement activities shall be **inclusive**, ensuring that relevant stakeholder groups are appropriately represented;
- 4.2 stakeholder engagement activities shall be **purposeful** and clearly communicated to stakeholders;

- 4.3 the expertise, perspectives, and needs of stakeholders shall be **acknowledged** and **respected**;
- 4.4 stakeholder engagement shall be **adaptive**, responding to changing stakeholder needs, emerging risks, and evolving regulatory requirements;
- 4.5 stakeholder interactions shall be conducted **ethically**, with integrity, fairness, and respect for confidentiality; and
- 4.6 stakeholder engagement shall prioritize **active listening**, ensuring that stakeholder input is carefully considered and informs decision-making.

## 5. **STAKEHOLDER ENGAGEMENT PROCESS**

The Company has established a structured stakeholder engagement process that includes the following steps:

### 5.1 **Stakeholder identification**

- 5.1.1 Stakeholders are individuals, groups, agencies, or organisations that influence, or may be affected by the Company's activities, products, services, or overall performance.
- 5.1.2 Eaagads key stakeholders are grouped in the following categories:
  - 5.1.2.1 Shareholders and Investors.
  - 5.1.2.2 Customers, Business Partners and Suppliers.
  - 5.1.2.3 Employees.
  - 5.1.2.4 Local Communities.
  - 5.1.2.5 Tax Authority.
  - 5.1.2.6 Other Regulatory and Government Bodies.
  - 5.1.2.7 Environmental Agencies.
  - 5.1.2.8 Industry Associations and Unions.
  - 5.1.2.9 Media.

### 5.2 **Stakeholder prioritisation**

Stakeholders shall be assessed and prioritised using the following criteria:

- 5.2.1 Stakeholders who are directly or indirectly dependent on Eaagads' activities and products.
- 5.2.2 Stakeholders who can influence or impact the Company's strategy or operations.
- 5.2.3 Stakeholders who are integral to Eaagads' core operations, on whom the business relies.
- 5.2.4 Stakeholders to whom the Company has current or imminent operational, commercial, legal, or ethical responsibilities.

### 5.3 **Stakeholder Engagement Mechanisms**

Our engagement methods utilise multiple channels and communication approaches, tailored to the needs of each stakeholder group, and can be broadly categorised as: monitoring, informing, consulting, and collaborating. A detailed overview of typical engagement methods for key stakeholders is provided in the stakeholder engagement matrix below.

Stakeholder Group	Engagement Channel
Shareholders and Investors	<ul style="list-style-type: none"> <li>➤ Annual General Meeting</li> <li>➤ Annual Reports and Half-Year Reports</li> <li>➤ Press Releases and Public Announcements</li> <li>➤ Investor Briefings</li> <li>➤ Share Registrar</li> </ul>
Employees	<ul style="list-style-type: none"> <li>➤ Internal newsletters and bulletins</li> <li>➤ Intranet portals and digital platforms</li> <li>➤ Organisational and cultural events</li> <li>➤ Training sessions and performance management systems</li> <li>➤ Departmental and cross-functional committees</li> <li>➤ Emails and written communication</li> <li>➤ Face-to-face meetings and briefings</li> <li>➤ Employee surveys</li> <li>➤ Collective Bargaining Agreements with the Union</li> </ul>
Business Partners and Suppliers	<ul style="list-style-type: none"> <li>➤ Business meetings and supplier review meetings</li> <li>➤ Farm tours</li> <li>➤ Feedback sessions</li> <li>➤ Supplier visits</li> <li>➤ Workshops and networking events</li> <li>➤ Emails and written communication</li> </ul>
Customers	<ul style="list-style-type: none"> <li>➤ Direct calls</li> <li>➤ Complaint handling and feedback</li> <li>➤ Marketing and advertising efforts</li> <li>➤ Customer satisfaction surveys</li> <li>➤ Farm tours</li> <li>➤ Emails and written communication</li> <li>➤ Eaagads website</li> </ul>
Local Community	<ul style="list-style-type: none"> <li>➤ Community visits</li> <li>➤ Dialogue with community members</li> <li>➤ Corporate Social Responsibility (CSR) activities</li> <li>➤ Community events</li> <li>➤ Eaagads Website</li> </ul>
Tax Authority	<ul style="list-style-type: none"> <li>➤ Written correspondence and official letters</li> <li>➤ Scheduled meetings, consultations, and hearings</li> <li>➤ iTax portal</li> <li>➤ Joint forums, workshops and stakeholder briefings</li> </ul>
Regulatory and Government Bodies.	<ul style="list-style-type: none"> <li>➤ Statutory reporting and filings</li> <li>➤ Eaagads Website</li> <li>➤ Annual Reports and Public Announcements</li> <li>➤ Stakeholder meetings, industry forums, Seminars and public participation forums</li> <li>➤ Audits and self-assessments</li> <li>➤ Written communication</li> <li>➤ Office of the Company Secretary</li> </ul>
Environmental agencies	<ul style="list-style-type: none"> <li>➤ Environmental impact assessments (EIAs), compliance reports, and audits</li> <li>➤ Stakeholder forums, workshops, and capacity-building programs.</li> <li>➤ Industry associations</li> <li>➤ Site visits and regulatory inspections</li> <li>➤ Emails and written communication</li> <li>➤ Annual report</li> </ul>
Industry Associations and Unions.	<ul style="list-style-type: none"> <li>➤ Collective bargaining forums</li> <li>➤ Association newsletters and circulars</li> <li>➤ Online member portals</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Industry conferences and policy forums</li> <li>➤ Training and capacity-building workshops</li> </ul>
Media	<ul style="list-style-type: none"> <li>➤ Press conferences</li> <li>➤ Written communication audio and visual communication</li> <li>➤ Face to face meetings</li> <li>➤ Social media platforms</li> </ul>

#### 5.4 Stakeholder Engagement Planning

The Company shall design tailored engagement plans for each key stakeholder group, setting out the following components:

- 5.4.1 **Objectives:** Clearly define the specific objectives for engaging with the stakeholder group, such as obtaining feedback on statutory assessments and audits, building and maintaining community support, or fostering mutually beneficial partnerships.
- 5.4.2 **Engagement Methods:** Identify and select the most appropriate engagement methods for the stakeholder group as per the above matrix.
- 5.4.3 **Timeline:** Set a clear and realistic schedule for engagement activities, ensuring alignment with milestones, deadlines, regulatory requirements, and the Company's operational timelines.
- 5.4.4 **Resources:** Designate the resources required to effectively carry out the engagement, including personnel, budget, communication tools, and technology platforms.

### 6. RESPONSIBILITY

- 6.1 **Board of Directors:** The Board holds ultimate responsibility for safeguarding the Company's reputation and stakeholder relationships, ensuring that engagement activities are adequate, effective, and of the highest quality.
- 6.2 **Chief Executive Officer/ Senior Management:** The Chief Executive Officer (CEO) and other members of Senior Management are responsible for overseeing the implementation of this Policy.
- 6.3 **Office of the Company Secretary/ Legal and Compliance Department:** Promotes and coordinates the actions required to implement this Policy, ensuring that stakeholder engagement is consistently managed and documented using a standardised methodology, that appropriate channels and mechanisms are in place to foster effective relationships, and that best practices in stakeholder engagement are applied.
- 6.4 **Heads of Departments/ Business Units:** Implement stakeholder engagement plans within their areas, maintain documentation, and provide feedback for review.
- 6.5 **Internal Audit/ Risk and Compliance Teams:** Conduct periodic reviews of stakeholder engagement practices to ensure adherence to the Policy and identify opportunities for improvement.

### 7. DISPUTE RESOLUTION

The Board shall put in place mechanisms for resolving disputes effectively, efficiently, and cost-effectively pursuant to the Company's Dispute Resolution Policy.

### 8. REVIEW

This Policy will be reviewed annually to ensure its continued relevance. Any necessary revisions will be made in line with best practice and be presented to the Board for approval.

9. **APPROVAL**

This Policy was adopted by the Shareholders of Eaagads Limited on ..... 2025.

**Signed by the Chairman of the Board**

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**Ms. Muthoni Runji-Pertet**

\_\_\_\_\_  
**Date**

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