



**KCB GROUP PLC**

**STAKEHOLDER COMMUNICATION POLICY**

<b>Approval Date</b>	<b>22 May 2025</b>	<b>Effective Date</b>	<b>22 May 2025</b>
<b>Authority</b>	<b>KCB Group Plc Board</b>	<b>Post Holder</b>	<b>Group Chairman</b>

## 1.0 PURPOSE

This document sets out KCB Group’s policy and procedures for the co-ordination of communications between all KCB Group operating entities and any applicable stakeholders (including but not limited to the media, regulatory agencies, customers, suppliers, board of directors, shareholders, unions and other stakeholders).

The policy seeks to ensure that shareholders and the market are provided with full and timely information about KCB Group’s activities in compliance with the continuous disclosure obligations contained in applicable Capital Markets Regulations and Companies Act in the territories of KCB Groups operations. This is to ensure that best international business standards are observed while communicating with stakeholders

## 2.0 POLICY STATEMENT

KCB Group pursues an integrated corporate communication framework to engage its stakeholders, the public and the market in pursuance of its goals guided by the overall strategic mission to transform today together.

## 3.0 SCOPE

This Policy applies to KCB Group Plc. and its subsidiaries, all staff and third parties such as agents, contractors and service providers.

## 4.0 PRINCIPLES

The Policy shall be aligned with the following guiding principles:

- 4.1. KCB Group will ensure that all communication with external audiences is managed in a coordinated way, through appointed spokespeople and that messages are not only consistent but also aligned with the policies and needs of KCB Group.
- 4.2. KCB Group will adopt external communication practices that reflect the intent of the law, contemporary corporate governance practices and regulatory requirements and which best serve the interests of its security holders
- 4.3. KCB Group will ensure that all KCB Group information issued externally is accurate, consistent, fair, timely and understandable.
- 4.4. KCB Group shall ensure compliance with requirements outlined in consumer protection laws and regulations on customer communication, disclosure of charges and changes to products or services offered.

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## 5.0 METHODS OF COMMUNICATION

The Company will use a range of communication channels, including:

- Announcements sent to stock exchanges.
- Press releases.
- Investor briefings and roadshows.
- Annual and interim reports.
- Regulatory filings.
- Company website and digital platforms.
- Direct engagement (e.g., meetings, calls, forums).
- Media interactions (through authorized spokespersons).

## 6.0 AUTHORIZED SPOKESPERSONS

Only designated individuals may communicate on behalf of the Company to external stakeholders. These include:

- Chair of the Board
- Group Chief Executive Officer (GCEO)
- Company Secretary (for regulatory disclosures)
- Head of Corporate & Regulatory Affairs
- Head of Investor Relations
- Such other individuals as are instructed and authorized to communicate with the investment community by the Chair of the Board or the GCEO on specific matters. These people would include the Managing Directors of subsidiary companies.

Investors should not rely on statements made by individuals other than the above-mentioned people. All other employees must refer any external inquiries to the appropriate spokesperson.

## 7.0 MATERIAL INFORMATION DISCLOSURE

Material information must be disclosed immediately to the market through appropriate channels before communicating with individual stakeholders. No selective or preferential disclosure of material information is permitted.

## 8.0 ENGAGEMENT WITH SHAREHOLDERS AND INVESTORS

The Company shall maintain regular dialogue with shareholders and investors through:

- Annual General Meetings (AGMs)
- Extraordinary General Meetings (EGMs) (when necessary)
- Investor presentations and briefings
- Responding promptly to investor inquiries
- Maintaining an up-to-date Investor Relations section on the Company's website.

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## **9.0 ENGAGEMENT WITH REGULATORS**

The Company is committed to open, honest, and cooperative relationships with all regulatory bodies. All communications with regulators must be coordinated through the Group Chief Executive Officer or may be delegated.

## **10.0 MEDIA RELEASES, SOCIAL MEDIA AND OTHER DEALINGS WITH THE MEDIA**

Social media communications must be aligned with this Policy. All responses to the media shall be approved by the Head of Corporate & Regulatory Affairs, before being shared out to the media.

Employees must not disclose confidential or material information through personal or unofficial channels.

## **11.0 COMPLIANCE AND MONITORING**

The Board shall monitor the effectiveness of stakeholder communications and review this Policy periodically to ensure it remains appropriate and compliant with evolving best practices and regulations.

## **12.0 REVIEW AND AMMENDMENTS**

The board shall review the stakeholder communication policy every three years to ensure its continued relevance and effectiveness, reflect changes in regulatory requirements, best practices, or the company's operational needs. Any amendments to the policy shall be approved by the board of directors and, where necessary, by the shareholders.

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