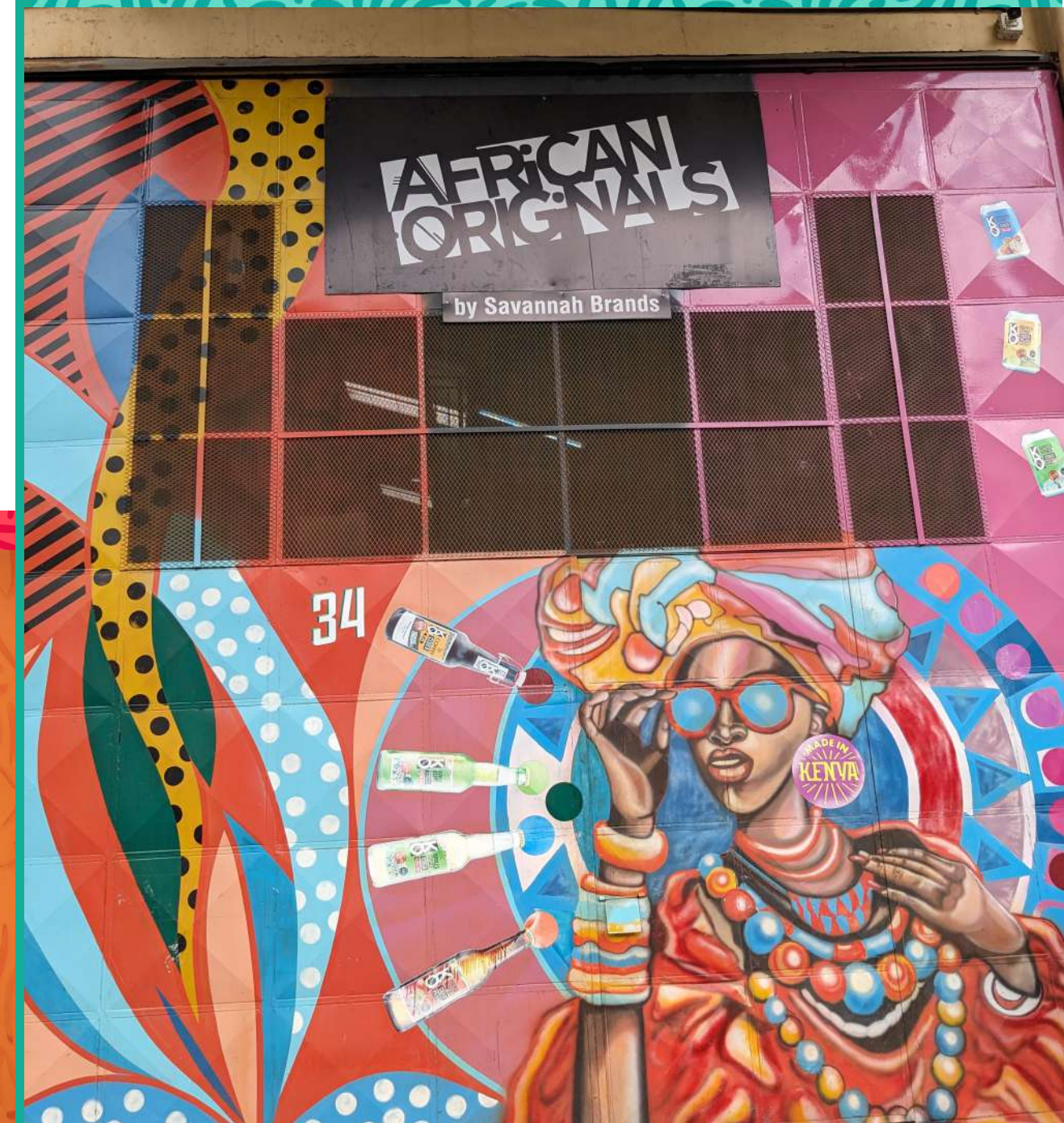


AFRICAN ORIGINALS



IMPACT REPORT 2024

CELEBRATING AFRICAN
CULTURE **SUSTAINING**
THE FUTURE





CEO'S REMARKS

“Sustainability has always been more than a business imperative for me—it’s personal. When I moved to Kenya, I was struck by the contradiction of its abundance and its waste—over 50% of fruit produced locally goes unused. I started African Originals to change that: to create premium craft beverages using fresh, locally sourced fruit, and to build a company that champions Kenya’s incredible creative talent. From day one, we worked with Kallaz, a matatu artist who painted our first production containers and sampling stands. Today, farm-fresh sourcing and support for young creatives and entrepreneurs remain core to our DNA. Our recent B-Corp certification—the first for an alcohol company in Africa—is a proud milestone that reflects our long-standing commitment to building a business that’s better for people and the planet.”



Faith Mwendia

Chief Operating Officer

COO'S REMARKS

"We are particularly excited to showcase our Sustainability report in 2025. At African Originals, sustainability is at the core of our operations. We are committed to minimizing our environmental footprint, fostering local partnerships, and driving innovation in the craft beverage industry. This report outlines our key sustainability initiatives and the progress made in 2024 and we are delighted to be celebrating a sustainable, authentic african brand that has been a responsible Corporate Citizen covering our Sustainability Commitments, Sustainability in Sourcing and Operations. Through these initiatives, we aim to create a lasting positive impact on the environment, our communities, and the broader industry. We look forward to furthering our commitment to sustainability and driving meaningful change in 2025 and beyond."

IMPACT TEAM REMARKS

“As the sustainability team at African Originals, we are proud to share our first impact report, a reflection of our commitment to crafting beverages that celebrate African identity and share the impact behind every bottle we produce. Through responsible farm to bottle sourcing, empowering youth and women, reducing our ecological footprint to prioritizing employee wellness, we are building a brand rooted in sustainability and purpose. While this is just the beginning, we embrace the journey ahead with innovation and collaboration. We believe every bottle produced tells a story of impact. Here’s to a future where great drinks make an even greater impact.”



Caroline Gichure

Risk & Compliance Manager

Natasha Luvanda

Compliance & Sustainability Intern

VISION

THE ULTIMATE
AFRICAN
LIFESTYLE BRAND



MISSION

TO CELEBRATE
AFRICAN IDENTITY
BY CRAFTING
BEVERAGES AND
EXPERIENCES

OUR MODEL

WE ARE AN
INTEGRATED
DRINKS BUSINESS



MANUFACTURERS

WE HAVE SET UP A MANUFACTURING SITE FROM SCRATCH IN 28,000 SQ FT OF OPERATIONS. WE SOURCE LOCAL, CHOP, PRESS, BLEND AND PACKAGE ON SITE IN BABA DOGO, NAIROBI, KENYA.



BRAND OWNERS

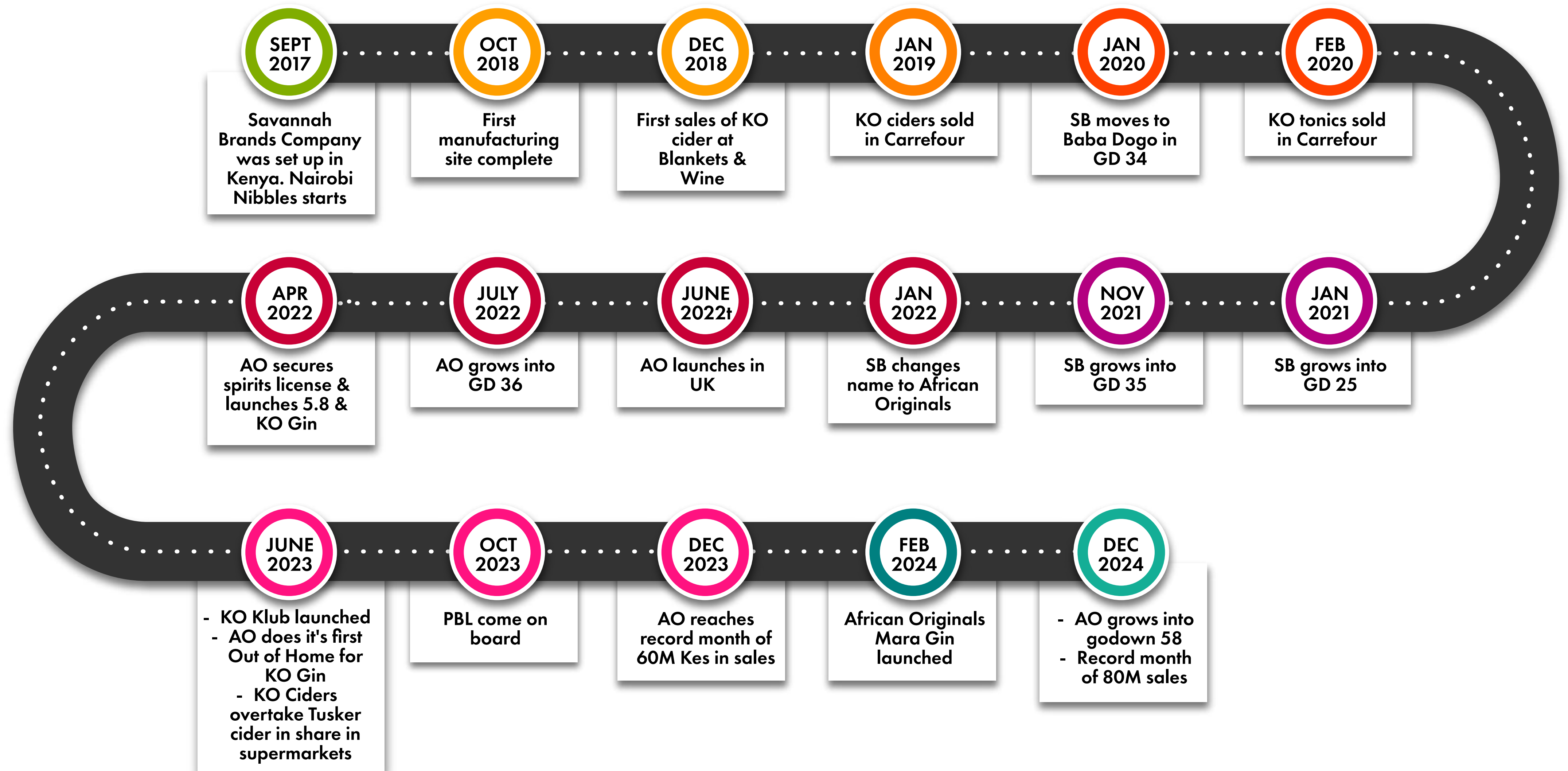
WE HAVE DEVELOPED AND BUILT 3 BRANDS: KENYAN ORIGINALS, AFRICAN ORIGINALS AND 5.8 AND X22 LIQUIDS FROM SCRATCH.



DISTRIBUTORS

WE DO DIRECT DISTRIBUTION TO +2,000 OUTLETS IN KENYA" TO "WE DISTRIBUTE DIRECTLY TO OVER 2,000 OUTLETS ACROSS KENYA.

COMPANY TIMELINE



KENYAN ORIGINALS



AFRICAN ORIGINALS

KO CIDERS



5.8 GIN TONIC



5.8 350 ML GIN



AO CIDERS

OUR PORTFOLIO



KO GINS



KO TONICS



KO ICE TEAS



5.8 750ML PACK

5.8 350ML PACK



AO MARA GIN



KO PARTY PACK



KO CLUB GIN

SUMMARY OF COMMITMENTS

FARM-FRESH SOURCING

COMMITMENT

INCREASE OUR FOOTPRINT IN FARM-FRESH SOURCING BY X1.5 YEAR-OVER-YEAR (YOY)

COMMITMENT DRIVERS

DEPENDENCE ON AGRICULTURE:

75% of Kenyans depend on agriculture for their livelihoods.

ECONOMIC CONTRIBUTION:

Farmers provide 80% of Kenya's agricultural output, vital for food supply and economic stability.

SUPPORT FOR SMALLHOLDER FARMERS:

Support smallholder farmers with fair pricing, market access to reduce waste, and productivity growth.

CAMPAIGNS

STRATEGIC SOURCING:

Engage more smallholder farmers to strengthen our agricultural supply chain.

MONITORING AND SCALING:

Develop metrics to track progress and ensure consistent scaling toward the x1.5 target.

INFRASTRUCTURE DEVELOPMENT:

Partner with aggregators using advanced systems for efficient produce handling and traceability.

PARTNERSHIPS:

Collaborate with partners to equip farmers with tools, training, and market access.

TIMELINE

Ongoing commitment where targets are reviewed annually

GUIDING SDGS

SDG 2, TARGET 2.3



SUMMARY OF COMMITMENTS

INVESTMENT IN YOUTH & WOMEN ENTREPRENEURS

COMMITMENT

INCREASE OUR INVESTMENT IN
YOUTH & WOMEN ENTREPRENEURS
BY 1.25X YOY THROUGH PAID
OPPORTUNITIES

COMMITMENT DRIVERS

YOUTH UNEMPLOYMENT:

Kenya's 67% youth unemployment calls for targeted initiatives to ease the transition to full-time jobs.

ECONOMIC IMPACT OF THE ARTS:

The Kenya Copyright Board reported that the creative sector contributed 5.32% to Kenya's GDP in 2013, with a projected increase to 10% by 2025.

GENDER GAPS IN KENYAN ENTREPRENEURSHIP:

In Kenya, women own 48% of MSMEs, contributing 20% to GDP, but face challenges like limited access to finance (7% formally financed) and a higher presence in the informal sector (85% vs. 66% for men).

CAMPAIGNS

AO MAVERICKS:

Offer internships to recent graduates for experience and contribution to AO's operations.

PROMOTERS & VALUE ADDERS PROGRAM:

Expand temporary roles for youth, offering income and workplace exposure.

LO.KO.L VIBES PROGRAM:

Provide opportunities for artists to showcase their talent and earn revenue.

SHE-ORIGINALS:

Curating workshops that empower women entrepreneurs to connect, exchange ideas, and draw inspiration from like-minded peers, while also offering paid opportunities.

TIMELINE

Ongoing commitment where targets are reviewed annually

GUIDING SDGS

SDG 8, TARGET 8.6



SUMMARY OF COMMITMENTS

ECOLOGICAL FOOTPRINT

COMMITMENT

MEASURE & MANAGE OUR
ECOLOGICAL FOOTPRINT
YEAR-OVER-YEAR (YOY)

COMMITMENT DRIVERS

ENVIRONMENTAL IMPACT OF GLASS PRODUCTION:

The production of new glass contributes to significant energy use and pollution.

PLASTIC POLLUTION:

Plastics contribute significantly to landfill waste and environmental pollution, with only 7% of plastic waste being recycled in Kenya.

SUSTAINABILITY AND CIRCULAR ECONOMY:

Sustainable resource management, which aligns with circular economy principles by reducing waste and improving resource efficiency.

CAMPAIGNS

PACKMAT SUSTAINABILITY INITIATIVES:

Aim to reuse 40% of glass by 2024, eliminate plastic by 2026, and reduce paper reliance by 2027.

WASTE AUDITS & LIFECYCLE MAPPING:

- Waste Audits: Regularly assess waste types and volumes.
- Lifecycle Mapping: Analyze product lifecycle stages.

PARTNERSHIP WITH EXTERNAL STAKEHOLDERS :

Allows the sharing of best practices, innovations, and lessons learned in waste reduction. This is also key in scaling impact & awareness creation.

TIMELINE

ONGOING:

Aim for 40% glass bottle reuse in 2024, with yearly increases as systems grow.

BY 2026:

Eliminate plastics from operations.

BY 2029:

Reduce paper usage by adopting digital solutions.

GUIDING SDGS

SDG 12, TARGETS 12.4 & 12.5



SUMMARY OF COMMITMENTS

EMPLOYEE WELLNESS

COMMITMENT

MISSION-LED PROJECTS FOCUSED ON IMPROVING EMPLOYEE WELLNESS AND FOSTERING INCLUSIVITY WITHIN THE WORKPLACE

COMMITMENT DRIVERS

KENYA TOPS GLOBAL BURNOUT RATES:

In 2022, Kenya reported a 95% burnout rate, with 85% of workers feeling constantly connected to work, exceeding the global average of 72%.

IMPACT ON PRODUCTIVITY:

The World Health Organization (WHO) highlights that globally, an estimated 12 billion workdays are lost annually due to depression and anxiety, costing the global economy nearly US\$1 trillion.

GENDER GAPS IN KENYAN ENTREPRENEURSHIP:

In Kenya, women own 48% of MSMEs, contributing 20% to GDP, but face challenges like limited access to finance (7% formally financed) and a higher presence in the informal sector (85% vs. 66% for men).

CAMPAIGNS

THROUGH MISSION LED INITIATIVES:

KO.MMUNITY BUILDING: Foster inclusion through sports.

LO.KO.L VIBES PROGRAM:

Provide opportunities for artists to showcase their talent and earn revenue.

CELEBRATING SUCCESS: Reward value-driven employees.

AO ACADEMY: Promote learning and growth.

NEW SITE DEVELOPMENT: Enhance workspace and customer experience.

EMPLOYEE SURVEY: Improve transparency and build trust.

TIMELINE

Ongoing commitment where targets are reviewed annually

GUIDING SDGS

SDG 3, TARGET 3.4 - SDG 8, TARGETS 8.5 & 8.8



FARM-FRESH SOURCING

2024 COMMITMENT

INCREASE OUR FOOTPRINT IN FARM-FRESH SOURCING BY X1.5 YEAR-OVER-YEAR (YOY)

2024 PERFORMANCE

INCREASED OUR FOOTPRINT IN FARM-FRESH SOURCING BY X1.28



SCAN TO WATCH THE STORY



lavender farmer at sensory garden kenya, Tigoni

STRATEGIC SUSTAINABLE SOURCING:

IDENTIFY AND ENGAGE MORE SMALLHOLDER FARMERS TO CREATE A ROBUST SUPPLY CHAIN FOR AGRICULTURAL PRODUCE.

PROGRESS:

SMALL HOLDER FARMERS

Fig.1.1

KES 6,209,459

LARGE SCALE FARMERS

KES 20,996,701

AGGREGATORS

KES 26,145,250

We work with a diverse network of small-scale farmers, large-scale producers, and aggregators. By engaging more smallholder farmers, we aim to strengthen our supply chain, ensure sustainability, and support local agricultural communities. This approach not only enhances the quality and availability of our raw materials but also empowers farmers at all levels to participate in a growing, robust agricultural ecosystem.

2023

227,229 KG

2024

316,248 KG

Fig.1.2

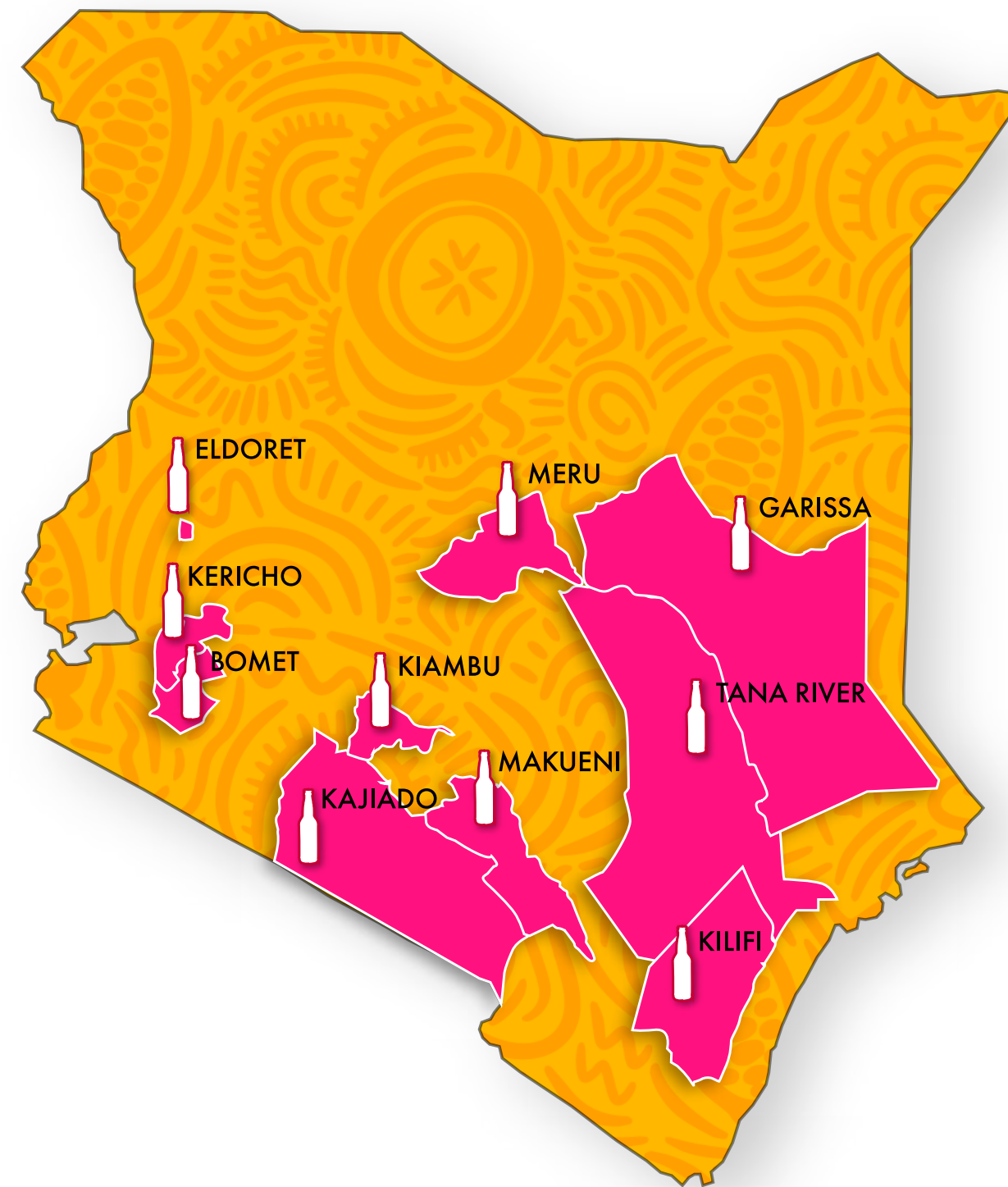
As part of our unwavering commitment to sustainably sourcing fruits and botanicals directly from local farms, we achieved a increase in our uplift, growing as demonstrated in figure 1.2.



Joseph Kangethe, Mint Farmer, Kiambu County

MAP

Fig.1.3



MONITORING AND SCALING:

ESTABLISH METRICS TO TRACK YEAR-OVER-YEAR PROGRESS, ENSURING THE X1.5 TARGET IS MET CONSISTENTLY WHILE SCALING OPERATIONS EFFECTIVELY.

PROGRESS:

Our network of farmers and aggregators spans across Kenya with the majority located in MAKUENI - KIAMBU - MERU - GARISSA KILIFI - TANA RIVER - ELDORET - BOMET KERICHO - KAJIADO

INFRASTRUCTURE DEVELOPMENT:

PARTNER WITH AGGREGATORS USING ADVANCED SYSTEMS FOR EFFICIENT PRODUCE HANDLING AND TRACEABILITY.

PROGRESS:

Currently, we collaborate with four aggregators and are actively working to onboard more each year. We prioritize aggregators with robust systems that enhance traceability and provide greater control over our supply chain. This ensures the consistent quality of our products, allows us to honor our consumers' trust, and reinforces our commitment to delivering excellence in every sip.

PARTNERSHIPS:

COLLABORATE WITH PARTNERS TO EQUIP FARMERS WITH TOOLS, TRAINING, AND MARKET ACCESS.

PROGRESS:

2026, we aim to collaborate with partners to provide farmers with training on sustainable farming practices, ways to add value to their products, and strategies for improving their market access, both individually and through cooperatives.

INVESTMENT IN YOUTH & WOMEN ENTREPRENEURS

2024 GOAL

X1.25 OUR INVESTMENT IN YOUTH AND
ETHNIC COMMUNITIES THROUGH PAID
OPPORTUNITIES YEAR-OVER-YEAR (YOY)

2024 PERFORMANCE

LAUNCHED THE SHE - ORIGINALS
PROGRAM TO INCREASE OUR
INVESTMENT IN YOUTH & ETHNIC
COMMUNITIES THROUGH PAID
OPPORTUNITIES YEAR OVER YEAR (YOY)

SCAN TO WATCH THE STORY



PROMOTERS & VALUE ADDERS PROGRAM:

EXPAND TEMPORARY ROLES, SUCH AS VALUE ADDERS AND PROMOTERS, WITH A FOCUS ON HIRING YOUTH, PROVIDING THEM WITH INCOME AND EXPOSURE TO THE WORKPLACE.

PROGRESS:

GROWTH IN NUMBER
OF TEMPORARY ROLES

FROM **97** IN 20**23**
TO **2442** IN 20**24**

We ensure that all temporary workers receive fair compensation aligned with Kenya's established minimum wage for on call staff.

AO MAVERICKS:

CONTINUE OFFERING INTERNSHIP OPPORTUNITIES TO YOUNG PEOPLE WHO HAVE RECENTLY FINISHED THEIR TERTIARY EDUCATION, ALLOWING THEM TO GAIN EXPERIENCE AND CONTRIBUTE TO AO'S OPERATIONS.

PROGRESS:

X1.75 increase in number of interns under the AO Mavericks Program from 4 in 2023 to 7 in 2024.

Out of the 10 interns who joined us in 2023 and 2024, we are proud to confirm 6 of our interns have started full-time employment, showcasing our commitment to nurturing and retaining young talent.



MESSAGE FROM OUR ASSISTANT BRAND MANAGER

“Joining African Originals as a marketing intern in February 2024 was a transformative experience that affirmed my passion for marketing. Working on the Kenyan Originals (KO) brand for six months didn’t just sharpen my skills in brand management, campaign management, market research, and strategy it made me realize that what once felt like a dream now feels like a clear purpose.

Transitioning into a full-time role as Assistant Brand Manager in September 2024 has been equally rewarding. I now manage multiple brands and the learning curve has been exciting. It feels incredibly fulfilling to work on brands that are bold, impactful, and redefining the norm within the Kenyan beverage industry. I’m grateful for the mentorship, the trust, and the opportunity to grow in a company that values originality and creativity.”



Maurine Thiga

Assistant brand manager at African originals.

SHE-ORIGINALS:

EMPOWERING WOMEN ENTREPRENEURS THROUGH WORKSHOPS THAT FOSTER CONNECTION, IDEA EXCHANGE, INSPIRATION, AND PAID OPPORTUNITIES.

PROGRESS:

WE HAD 2 MAIN PROGRAMS UNDER THIS INITIATIVE:

1) SHE-ORIGINALS ROUNDTABLE

JAN 2024	MAR 2024	MAY 2024	OCT 2024
37	88	77	65
ATTENDEES	ATTENDEES	ATTENDEES	ATTENDEES

2024 was a pivotal year for this initiative. Through this program, we were able to bring together women entrepreneurs in different stages of their entrepreneurial journey to exchange ideas and draw inspiration from each other.

2) SHE-ORIGINALS COMMUNITY UPLIFTMENT PROGRAM

In 2024, we collaborated with 30 Maasai women from the 'Women in the Wild' group, partnering with Opportunity Factory (link) to enhance their beading skills through specialized training. Following the training, we contracted these talented artisans to craft intricate beaded caps and necks for Mara Gin bottles. This partnership beautifully showcased their artistry while celebrating the vibrant Maasai culture during the gin's launch in the Mara.



LO.KO.L VIBES:

OFFERING OPPORTUNITIES THAT ALLOW THEM TO SHOWCASE THEIR TALENT AND CREATIVITY.

SINCE **2019**

we have partnered with Beneath the Baobabs to provide local artists a platform to showcase their talent at the annual December festival in Kilifi. In 2023, we expanded this collaboration to include Journey to the Baobabs, held every August. Beyond the festivals, our 2024 Krafted By program further deepened our commitment to supporting the arts. That year.

WE PARTNERED WITH

46 CREATIVES

including influencers, musicians, designers, comedians, and DJs, celebrating and uplifting their artistry.

Through this initiative we continue to champion local talent, inspire new voices & create meaning connections within the creative industry.

JTB
2024

KRAFTED
BY

BTB
2024



SCAN TO WATCH THE STORY





ECOLOGICAL FOOTPRINT

2024 GOAL

MEASURE & MANAGE OUR ECOLOGICAL FOOTPRINT YEAR-OVER-YEAR (YOY)

2024 PERFORMANCE

REFER TO THE INITIATIVE*

SCAN TO WATCH THE STORY



PACKMAT SUSTAINABILITY INITIATIVES:

- REUSE 40% OF GLASS PURCHASED BY 2024
- ELIMINATE PLASTIC IN PRODUCTION BY 2026
- REDUCE PAPER RELIANCE BY 2027

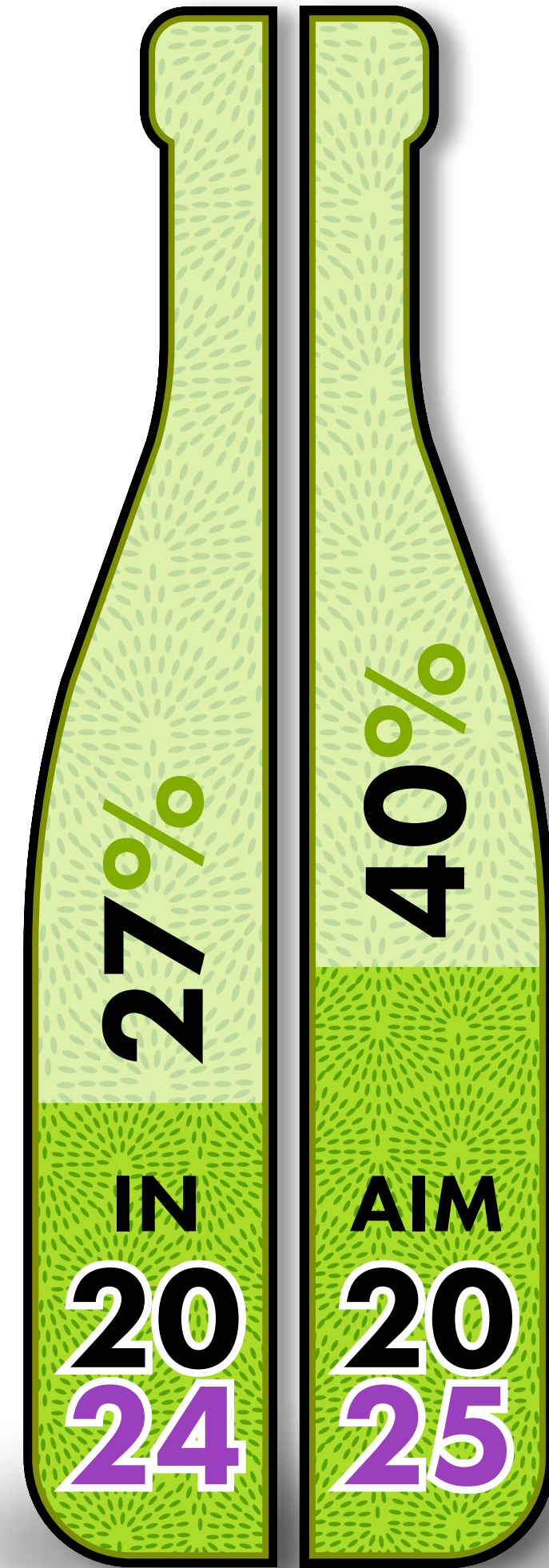
PROGRESS:

TO ACHIEVE THIS INITIATIVE, WE'VE PARTNERED WITH A LOCAL COMPANY I.E. BOTTLE LOGISTICS.

IN 2024 - 27%
we reused 27% of glass. The non-reusable glass is crushed into cullets which is used to make more glass.

FOR 2025 - 40%
we aim to have 30% of glass reused by the first half and 40% by the next half of the year.

Fig.3.1



WASTE AUDITS & LIFECYCLE MAPPING:

WASTE AUDITS: REGULARLY CONDUCT WASTE AUDITS TO UNDERSTAND THE TYPES AND VOLUMES OF WASTE PRODUCED.

MAP OUT EVERY STAGE OF OUR PRODUCT'S LIFECYCLE, FROM RAW MATERIAL SOURCING TO PRODUCTION, PACKAGING, TRANSPORTATION, AND END-OF-LIFE DISPOSAL.

PROGRESS:

Each week, we monitor the volume of waste generated across different categories. Additionally, we've mapped out the end-of-life disposal process for each category. In 2025, we plan to analyze the entire lifecycle at each stage to identify opportunities for optimization.

PAPER WASTE 49,431.64 KG •

PLASTIC 2,732.43 KG •

METALLIC 14,403.19 KG •

MEDICAL 372.09 KG •

ORGANIC 15,126.31 KG •

GLASS 358,349.81 KG •

Fig.3.2



PARTNERSHIP WITH EXTERNAL STAKEHOLDERS:

ALLOWS THE SHARING OF BEST PRACTICES, INNOVATIONS, AND LESSONS LEARNED IN WASTE REDUCTION. THIS IS ALSO KEY IN SCALING IMPACT & AWARENESS CREATION.

PROGRESS:

2024 marked our first full year of membership with the Kenya Extended Producer Responsibility Organization (KEPRO). Through the premiums paid, we've contributed to raising consumer awareness on a larger scale, supported waste collectors with PPE provision, and shared best practices with fellow manufacturers.



Shujaaz original, AO football team

EMPLOYEE WELLNESS

2024 GOAL

MISSION-LED PROJECTS FOCUSED ON IMPROVING EMPLOYEE WELLNESS AND FOSTERING INCLUSIVITY WITHIN THE WORKPLACE

2024 PERFORMANCE

REFER TO THE INITIATIVE*

KO.MMUNITY BUILDING:

FOSTERING INCLUSION THROUGH SPORTS AND PHYSICAL ACTIVITIES, CREATING STRONGER BONDS AMONG EMPLOYEES.

In 2024, we hosted 4 interdepartmental mixers

IN 2024

WE HOSTED

4 INTERDEPARTMENTAL MIXERS

to encourage cross-functional collaboration, formed our football team, Shujaaz Originals, which represented us at the Kenya Association of Manufacturers Sports Day, and created the AO Running/Walking Club that participated in both the Stanchart and Mara Marathons.



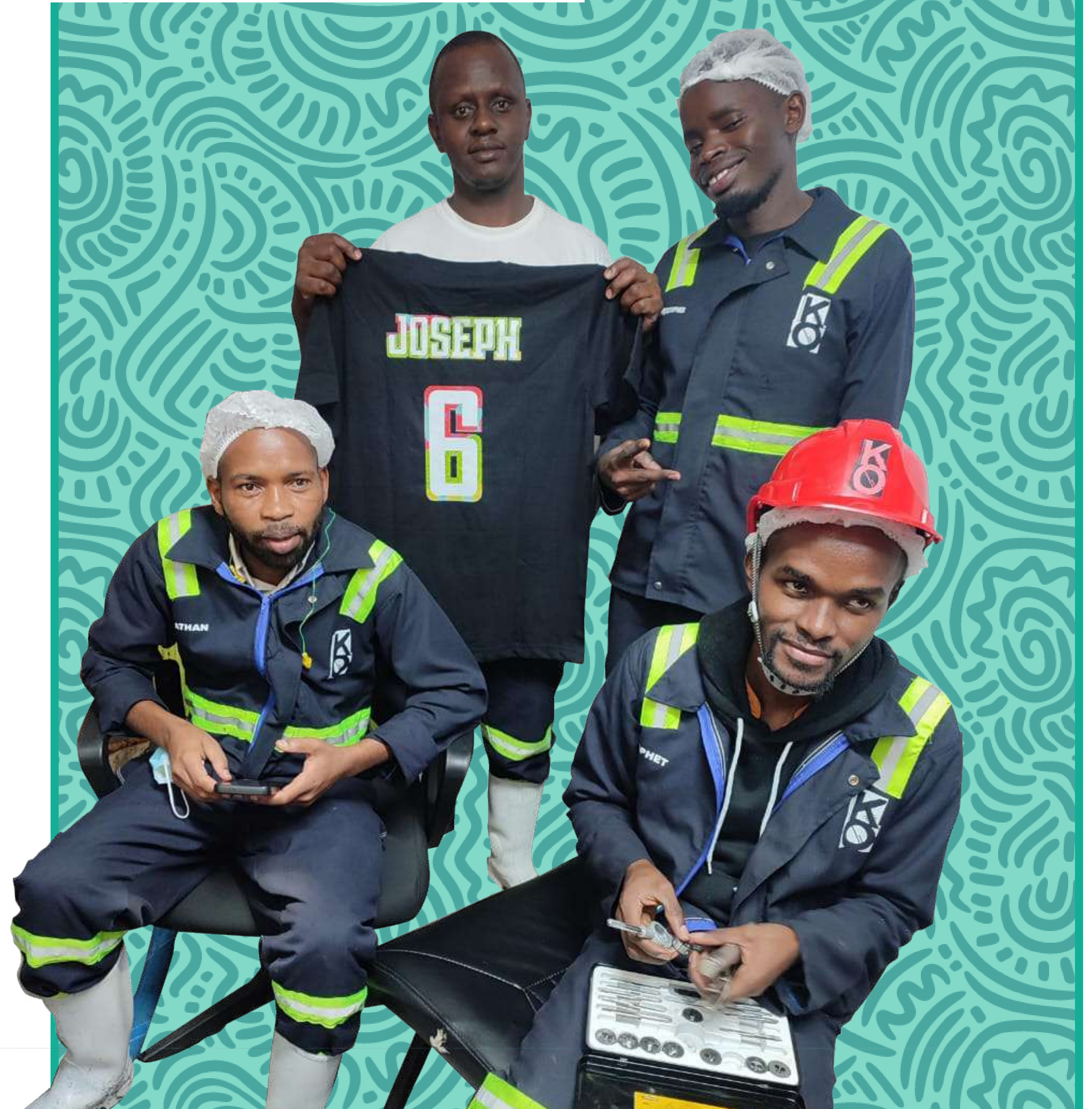
CELEBRATING SUCCESS:

ACKNOWLEDGING EXCEPTIONAL STAFF
WHO EMBODY OUR CORE VALUES AND
CONTRIBUTE TO OUR SUCCESS.

Through this program,

90%

of our staff had the opportunity to experience the gin experience, a premium product for our customers. In addition, outstanding employees, including the Employee of the Month, Choma Chats winners, and those who excelled in key projects, were celebrated and rewarded with gift hampers.



AO ACADEMY:

ENCOURAGING CONTINUOUS LEARNING AND GROWTH TO EMPOWER EMPLOYEES IN THEIR PROFESSIONAL JOURNEY.

PROGRESS:

WE LAUNCHED AO ACADEMY WITH

11 MODULES

50% OF THE STAFF
HAVE PARTICIPATED SO FAR



NEW SITE DEVELOPMENT:

DESIGNING A WORKSPACE THAT PROMOTES COMFORT, PRIDE, AND ENHANCES CUSTOMER EXPERIENCES WHILE SHOWCASING OUR CRAFT BEVERAGES.

PROGRESS:

Phase 1 of the project has been successfully completed, and staff have now transitioned into the new space.



SCAN TO WATCH THE STORY



**WE SAVED THE BEST FOR LAST:
WE ARE NOW A
CERTIFIED B-CORP**

After months of internal deliberation, we took the leap and officially began our journey on 30th November 2023. Fast forward 1 year, 1 quarter, and 1 month later, and here we are — proudly certified and ready to make an even greater impact!

SCORE **80.9**



<https://www.bcorporation.net>

**AFRICAN ORIGINALS
LIMITED**

African Originals is one of Africa's leading craft beverage companies, manufacturing and distributing a range of alcoholic and non-alcoholic beverages in Kenya. We have also initiated exports to East Africa and the UK, with plans to expand to additional global markets. Based in Nairobi, Kenya, we are a vertically integrated business. This means we manage every step of the production process—from sourcing raw materials (fruits, ingredients, and packaging) to manufacturing, warehousing, and distribution. Our our route-to-market reaches over 4000 outlets in Kenya.



HEADQUARTERS
Nairobi, Kenya

CERTIFIED SINCE
March 2025

INDUSTRY
Beverages

SECTOR
Manufacturing

OPERATES IN
Kenya, United Kingdom

WEBSITE
<https://africanoriginals.com/>