



IMPORTANT NOTICE

EAST AFRICAN BREWERIES PLC

(Incorporated in the Republic of Kenya, Company No. C.5/34)

The Capital Markets and Securities Act

(Chapter 79 of the Laws of Tanzania)

CAUTIONARY ANNOUNCEMENT

Issued pursuant to Rule 74
of the Dar es Salaam Stock Exchange Rules, 2022

On the afternoon of Tuesday 16th December, 2025 the board of directors (**Board**) of East African Breweries PLC (**EABL**) received notification from its parent company Diageo plc (**Diageo**) of the imminent agreement to sell, subject to the satisfaction of certain regulatory conditions, its entire interest in Diageo Kenya Limited and in UDV (Kenya) Limited (**UDVK**) to Asahi Group Holdings, Ltd. (**Asahi**) (the **Transaction**). Diageo owns 65% of the issued shares of EABL through its wholly-owned indirect subsidiary Diageo Kenya Limited, and 53.68% of the shares of UDVK through its wholly-owned subsidiary Diageo Great Britain Limited. As such, the Transaction will result in Diageo disposing of all of its stake in EABL.

35% of the issued shares of EABL are held by public shareholders (the General Shares). Diageo has notified the Board that Asahi intends to submit an application to the capital markets authorities in Kenya, Uganda and Tanzania seeking an exemption from the requirement to make a mandatory takeover offer for the General Shares.

Diageo has notified the Board that it and Asahi will be making separate announcements regarding the Transaction and, once made, the Board will make a further announcement in compliance with the Capital Markets and Securities Act and the Dar es Salaam Stock Exchange Rules, 2022.

The Transaction may have a material effect on the price of EABL's securities. Accordingly, until further announcements are made, EABL shareholders, investors and the public are advised to exercise caution when dealing in EABL's securities on the Nairobi Securities Exchange, the Uganda Securities Exchange and the Dar es Salaam Stock Exchange.

On behalf of the Board of Directors

Angela Namwakira
Company Secretary
Wednesday, 17th December 2025

DISCLAIMER: This announcement is for information purposes only. It has been issued with the approval of the Capital Markets and Securities Authority pursuant to the Capital Markets and Securities Act, as amended. As a matter of policy, the Capital Markets and Securities Authority assumes no responsibility for the correctness of the statements appearing in this announcement.