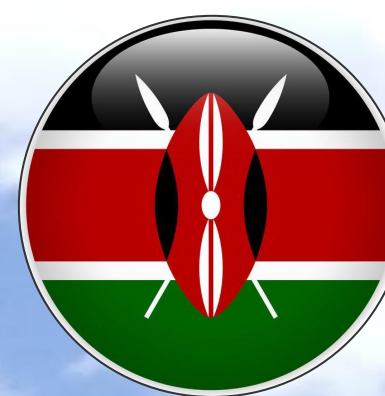




Invest in Mount Kenya Breweries Limited



MITI
MINISTRY OF INVESTMENTS,
TRADE & INDUSTRY

KenInvest
PROMOTING INVESTMENTS IN KENYA

EPZA
EXPORT PROCESSING
ZONES AUTHORITY
Your Investment & Trade Partner

KDC
KENYA
DEVELOPMENT
CORPORATION



DBRT
DEPARTMENT OF BUSINESS
REFORMS & TRANSFORMATION



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Why Kenya



3rd largest

economy in sub-Saharan Africa.



US\$ 110.35 Bn

7.5% growth

Dominant economy in EAC
≈46% of EAC's GDP.



US\$ 2,081.8

+75% growth since 2010

Growing middle-class with an
increasing appetite for high-value
goods and services.



- Regional economic hub
- Host to over 200 Multinational Corporations with regional & continent-wide HQs in Nairobi
- Robust financial system
 - 43 banking institutions
 - 9 representative offices of foreign banks,
 - 13 Microfinance Banks,
 - 3 credit reference bureaus
 - 19 Money Remittance Providers
 - 73 forex bureaus

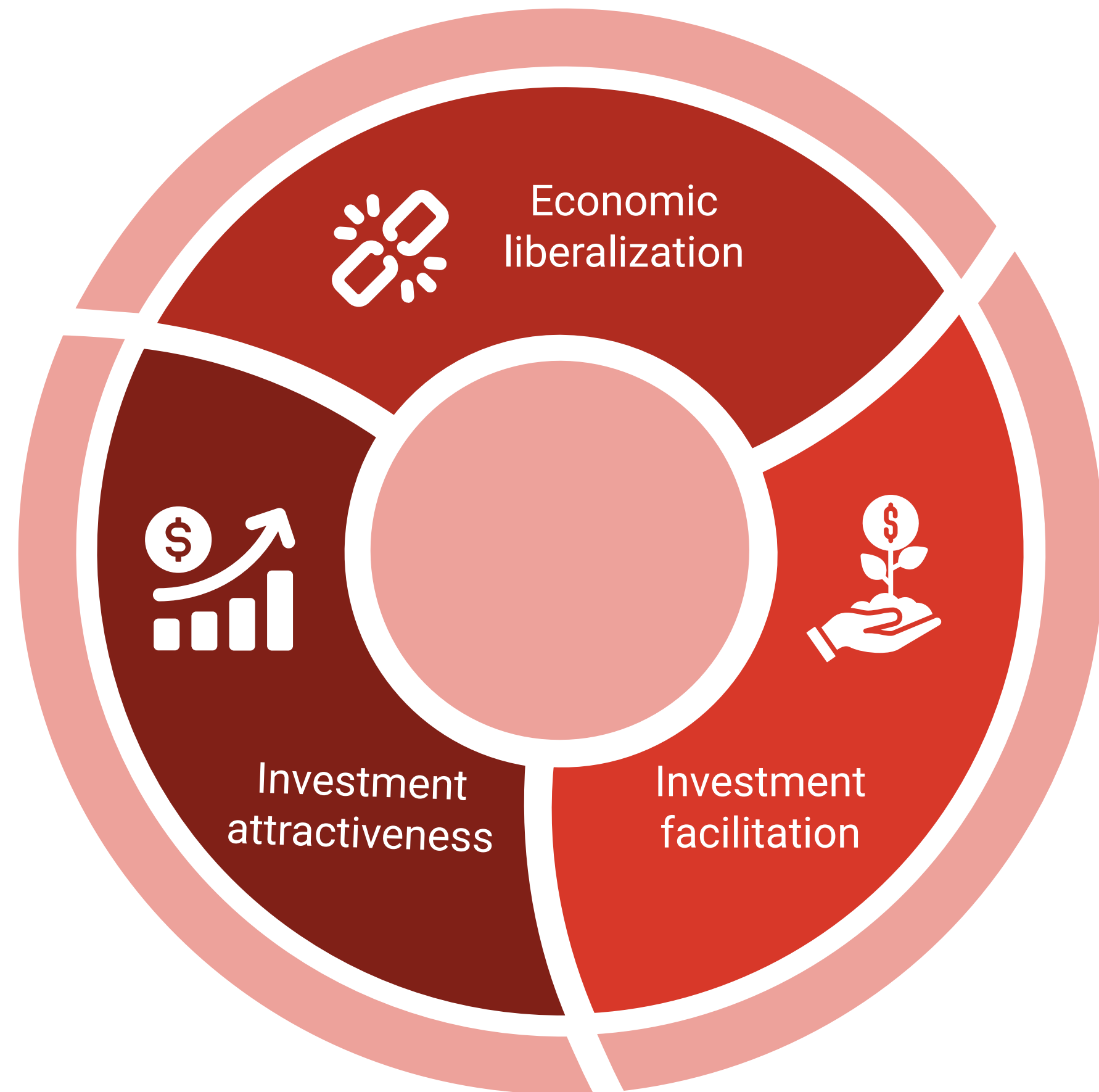


- Africa's UN HQs (UNON) which is one of four main UN secretariat duty stations globally.
- Global headquarters of UNEP and UN-Habitat, together with a joint presence of 23 other UN Agencies.



- Communications & Logistics hub of the region
- Access to regional transport corridors.
 - 4 international airports
 - 2 sea ports and 2 ICDs
 - 30-freight and 2-passenger rail services daily between Nairobi and Mombasa.

The Investment Environment is Conducive



1

- Guaranteed repatriation of capital and profits
- Constitutional protection against expropriation
- Investment guarantee against non-commercial risks: ICSID, MIGA and ATIA

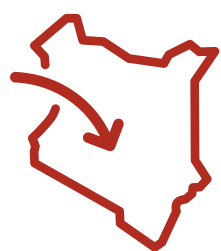
2

- One stop shop facilitation
- Periodic Presidential roundtables with private sector
- Digitization of government services
- Facilitative Industrial zone programs - EPZs & SEZs

3

- Political and macroeconomic stability.
- High labour productivity: a large pool of youthful, trainable and literate workforce
- Globally competitive:
 - 56th in the Ease of Doing Business
 - 1st for five years in a row in financial inclusion
 - 1st globally in protection of minority investors
 - Nairobi – Africa's leading business travel destination and hub for impact investors.
 - 2nd in Africa in the logistics performance index

Wide Market Access & Good Trade Relations



US\$ 17.43 Bn
Total Imports



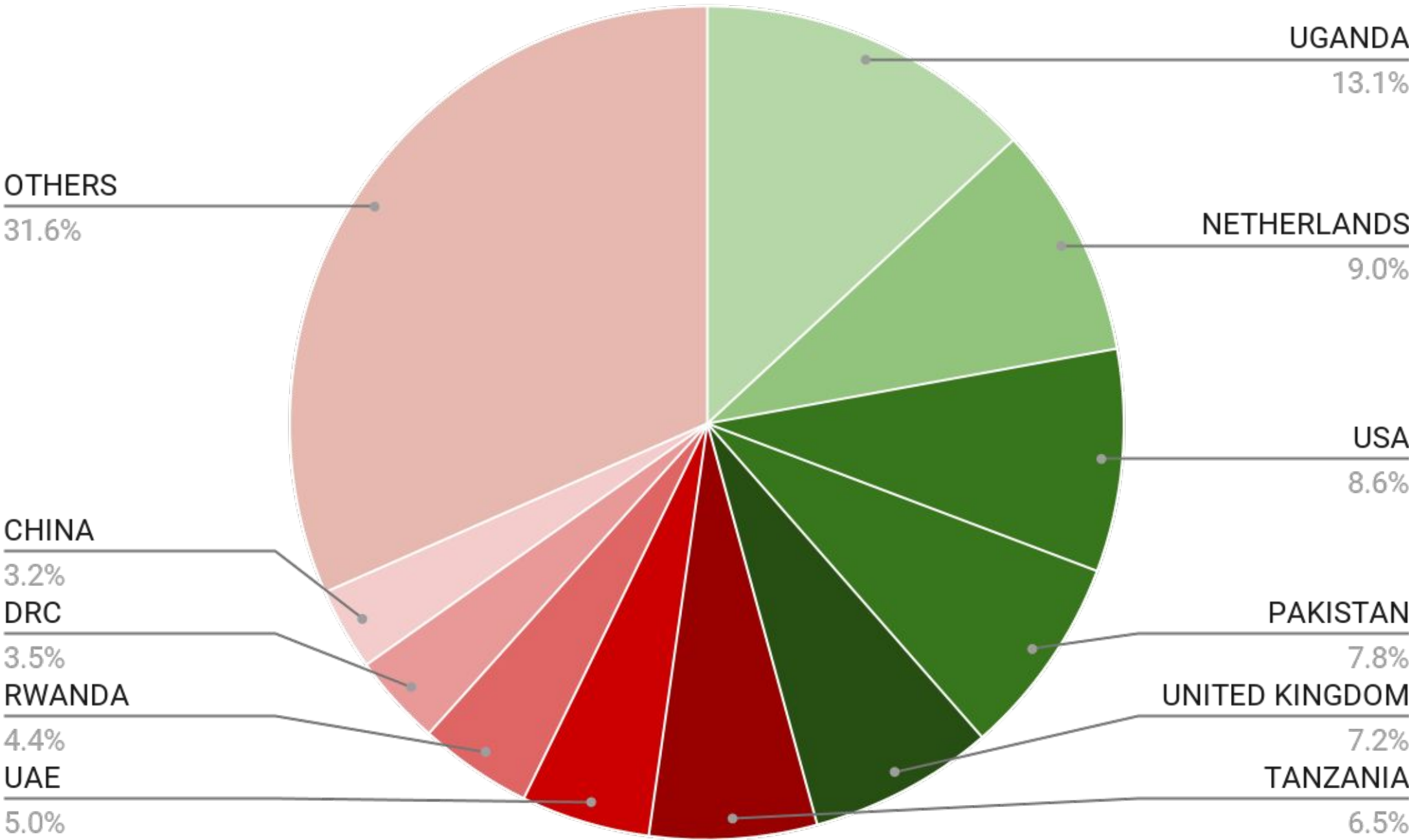
US\$ 6.09 Bn
Total Exports

Preferential Trade Agreements

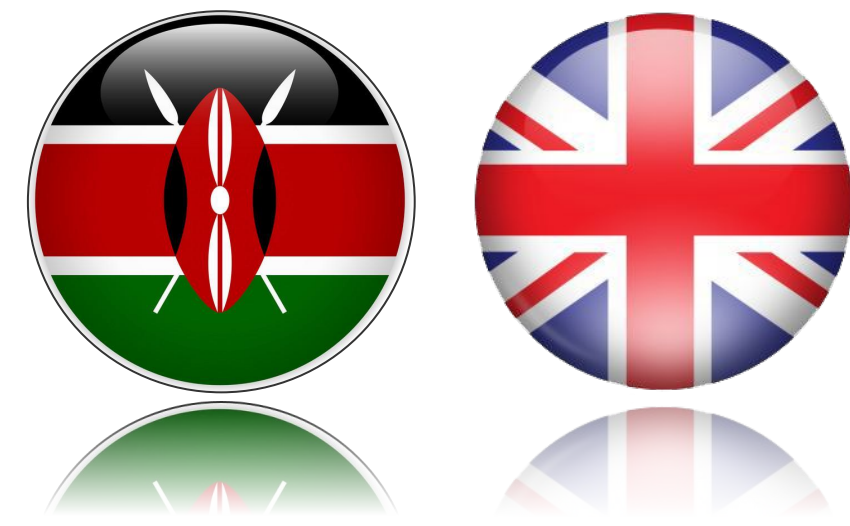
1.7Bn ~ **US\$ 40Tn**
Population Market value



Kenya's untapped
export potential ~ **US\$ 4.1 Bn (ITC)**



Existing Bilateral Trade Treaties with United Kingdom



Economic Partnership Agreement: In 2021, Kenya and the UK signed a trade agreement that seeks to deepen trade and investment ties between the two countries by providing a framework for the elimination of tariffs and non-tariff barriers.

Development Cooperation Agreement: In 2018, Kenya and the UK signed a development cooperation agreement, which aims to strengthen cooperation in areas such as health, education, governance, and security.

Double Taxation Agreement: In 1976, Kenya and the UK signed a double taxation agreement, which seeks to prevent double taxation of income earned by residents of the two countries.

Air Services Agreement: In 1967, Kenya and the UK signed an air services agreement, which allows airlines from the two countries to operate scheduled services between them.



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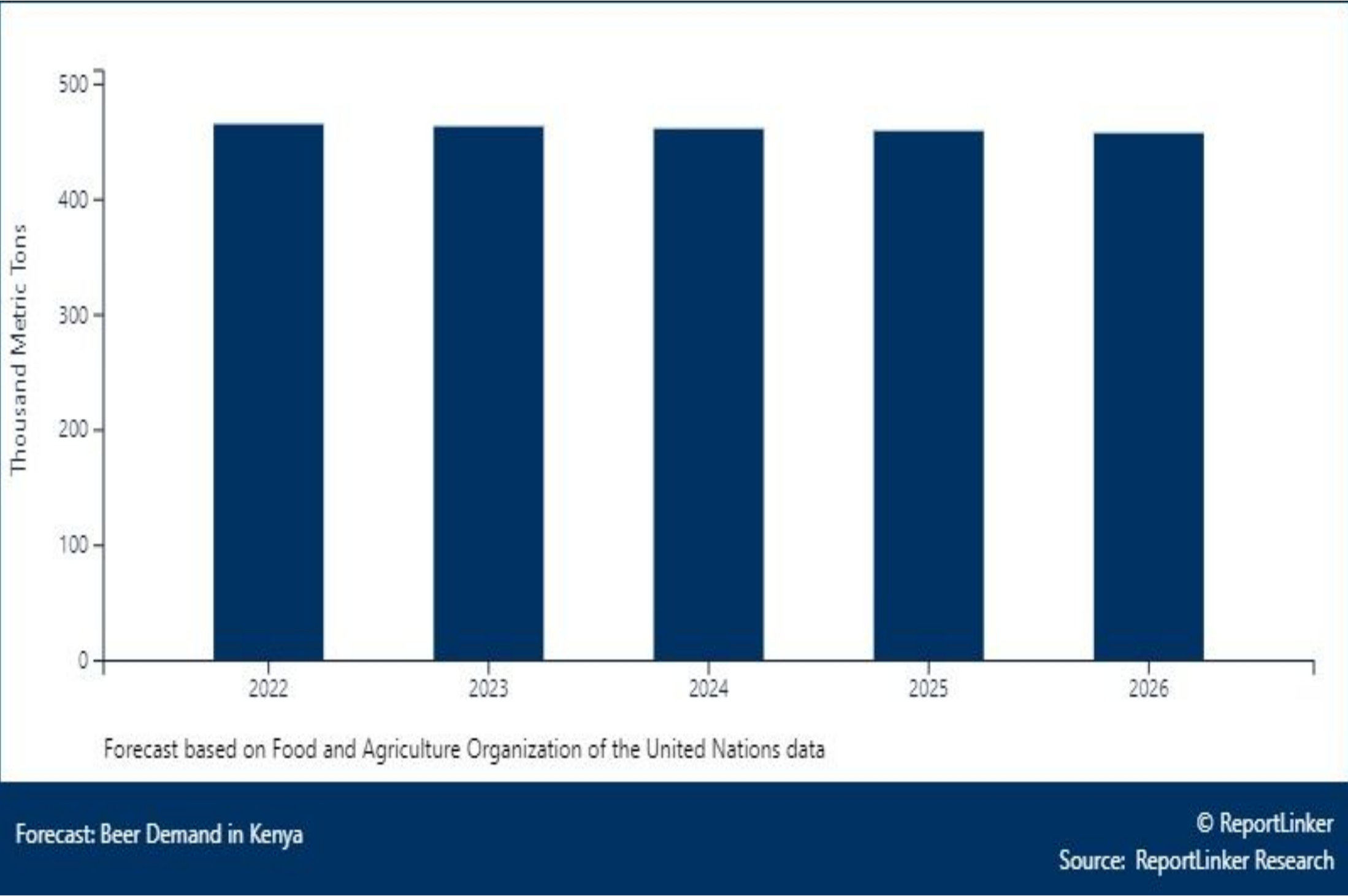
Alcoholic Beverages Sector Overview

Revenue in the Alcoholic Drinks market amounts to US\$3,115.00m in 2023. The market is expected to grow annually by 4.97% (CAGR 2023-2027). The market's largest segment is the segment Beer with a market volume of US\$1,417.00m in 2023.

By 2026, Kenyan Beverage Sales is forecast to reach \$3.5 billion, growing at an average rate of 2.4% year on year. In 2021, the country was ranked 52nd, overtaken by Belarus at \$3 billion. Japan, Germany, and the United Kingdom were the top three in the ranking.

In 2018, Kenyan alcoholic drink exports amounted to around \$51 million, decreasing by 1.1% compared to 2017. Since 1997, export supplies have declined by 11.2% annually.

Meanwhile, imports of beverages to Kenya came to \$97 million in 2018, an increase of 15.1% compared to the previous year. Since 1997, demand has grown at an average rate of 13.2%



About Mount Kenya Breweries Ltd

Mount Kenya Breweries based in Nanyuki has been operational since 2014 and implemented its first spirit production line in September 2015. The plant currently produces and distributes a variety of spirits which have been enormously successful across major towns across Kenya.

- MKBL brands include Blue Moon, Sparkler and Bubbles Vodka. In addition the brewery also produces Chivalry Gin, Nyala Bear and Rio Ice beer brands.
- The Company employs 48 members of staff on permanent basis and hires over 100 casuals for packaging and delivery on need basis.
- Annual sales averaged USD 1.40 million in 2020
- The Company has a current asset base of USD 2.765 million
- The company is privately owned with KDC having injected a start-up capital of USD 858,000.



Mt Kenya Breweries Limited

Value Proposition

- The Company has 6 years' experience in the sector
- The company has a ready market for its products
- The company is strategically located in their own premises with adequate room for expansion.
- The brewing plant is efficient with little waste and is well maintained
- KDC is already a co-investor in the project and is committed to its success.



Mt Kenya Breweries Limited

The Opportunity

- The Company is seeking a strategic partner to inject working capital into the company to the tune of **USD 1 million**
- The alcohol and beverage sector in Kenya has continued performing well despite the Covid-19 interruptions.
- Investing in the sector directly impacts linkages in other sectors of the economy including transport, warehousing, retail, and hospitality, among others.





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Get started with KenInvest and KDC



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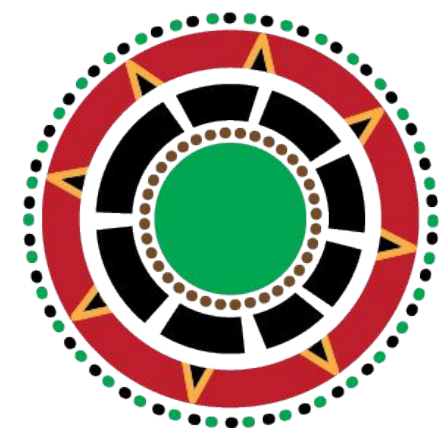


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MAKE IT KENYA



REPUBLIC OF KENYA

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