



NATION MEDIA GROUP PLC

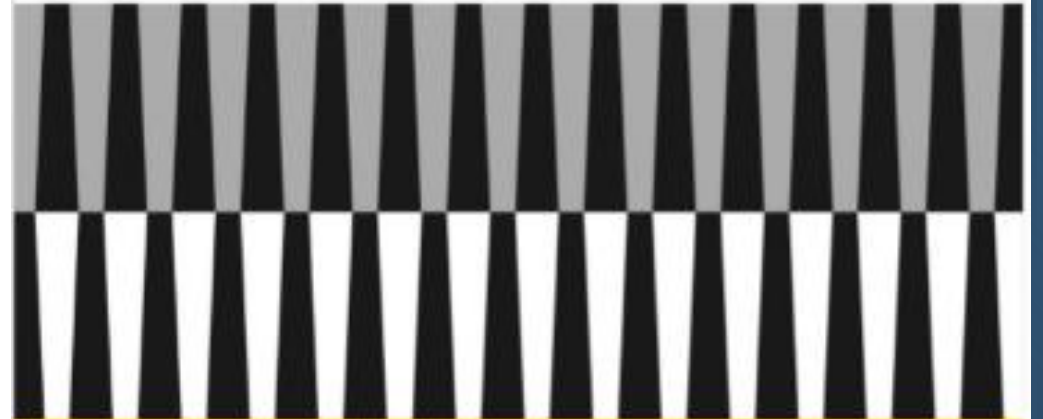
FINANCIAL YEAR 2021 RESULTS

WEDNESDAY 20TH APRIL 2022

Agenda

1. Strategy and Overview
2. Transformation Journey
3. Financial Results
4. Chairman's remarks
5. Q&A

we are



NATION

Empower Africa.

→ nation.africa

Our Footprint

Kenya, Uganda, Tanzania and Rwanda



Uganda Brands

- NTV Uganda
- Daily Monitor
- Dembe FM
- The EastAfrican
- Ennyanda
- Spark TV
- KFM
- Nation Forum Uganda and Monitor's Thought Leaders Forum



Tanzania Brands

- The Citizen
- Mwananchi
- Mwana Spoti
- The EastAfrican
- Mwananchi Thought Leadership Forum



Rwanda Brands

- The East African
- Rwanda Today



Kenya- Brands

- Daily Nation
- Business Daily
 - NTV
- The EastAfrican
 - Taifa Leo
 - Kenya Buzz
 - Lit 360
- Nairobi News
- Nation Leadership Forum
- Kusi Ideas Festival
- TAG Brand Studio
 - Nation FM
 - Pishi

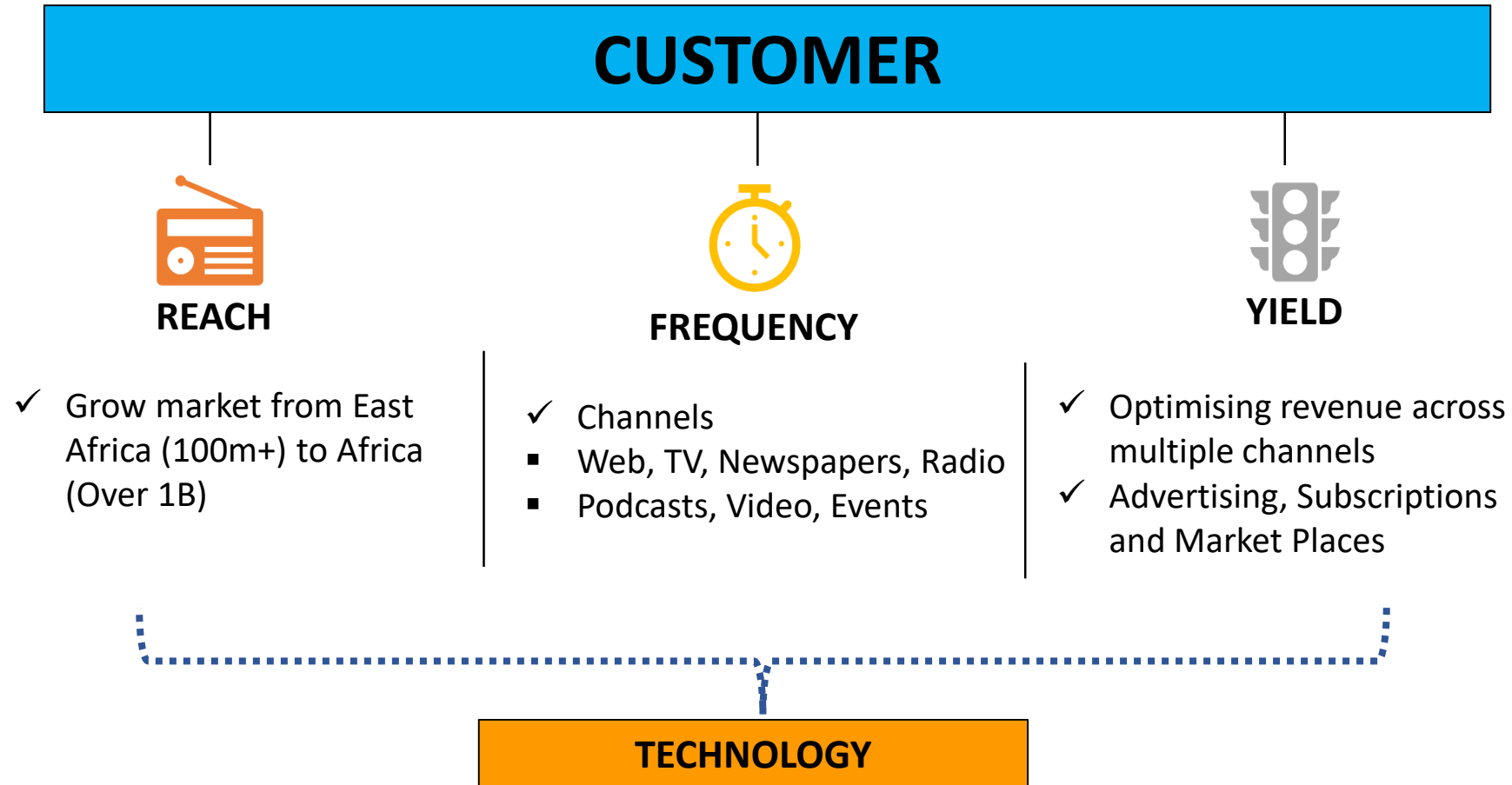


Business Objective



- We are a content company; our competitive edge will be based on content
- Digital, Innovation & Our values are enablers to achieve the business objective

Our mission is to create value for our stakeholders and positively influence society by providing media that informs, educates, and entertains



- **Relevance | Ease of Pay | User Experience | Convenience | Affordability**

Growth and Diversification



**Product
Acceleration**



New Ventures



**Mergers &
Acquisition**

Focus on Reach, Frequency and Yield

Our transformation agenda

New Business Model:
Advertiser and Reader
revenue

Development of an
Africa-wide digital
brand

An agile and responsive
organisation structure
+ Talent & Skillset

Innovation,
Partnerships, Mergers
& Acquisitions

The “New Nation
Journalist”: Changing
skills and attitudes

Print media:
Continuously re-invent
for commercial viability

Increasing the voice of
the youth in Nation
platforms

Video and Audio:
Growth & monetisation

Operational efficiencies

Financial sustainability

Peace Initiative: Mimi Mkenya



MIMI MKENYA

Peace Initiative: Mimi Mkenya

SATURDAY NATION APRIL 2, 2022 9

An initiative of Nation Media Group



Mimi MKENYA

Grace Njoki
Vice Chairperson, Dedan Kimathi University of Technology (DeKUTSO)

“As youth, we need to stand in solidarity and to lead the path of peace and be the deacons of light in our country, Kenya. #MimiMKENYA

Shampi Anna Ngendo
Speaker, Students Association, The Technical University of Kenya (SATUK)
UCSPAK Coordinator, The Technical University of Kenya

“When youth participate in peace-making, we all feel safe and secure. We cannot succeed when some of us lag behind. Our youth are strong, capable and determined to make a difference. Success is dependent on having everyone on board. In UBUNTU spirit, I Am, because We Are. #MimiMKENYA

Sedecias Noelia Mwasenge
UCSPAK Coordinator, The Technical University of Kenya

“Peace is a prerequisite for development. Our efforts are geared towards maintaining a peaceful environment, conducive for the economy. This is therefore a call to all youth to be champions of peace in the capacities they hold in their universities. #MimiMKENYA

Dennis Kimutai
Chairperson, Dedan Kimathi University of Technology (DeKUTSO)

“As a youth leader, I am keen on matters youth engagement in leadership. Youth representation is one factor and youth engagement is another. I therefore urge the youth to be ambassadors of peace before, during and even after the elections. There is nothing for youth without youth. #MimiMKENYA

Heribon Owonda
UCSPAK Programme Assistant

“The youth are the majority in our country and yearn for meaningful peace as we move closer to the elections. Having launched the 3rd National Students' Convention on Students, Peace and Elections marking the road map for voter education in all universities, we believe the 47 days of peace in the 47 counties will be fruitful. Remember, Peace Starts with You and Me. #MimiMKENYA

Harry Agere Sigunga
Congressman, Technical University of Kenya

“With peace, comes hope, which makes peace something worth pursuing. As youth, I will champion for peace amongst my fellow students. #MimiMKENYA

OUR JOURNEY | OUR RESPONSIBILITY | OUR COUNTRY


Mimi Mkenya is a peace initiative that is meant to build and encourage a sense of patriotism amongst Kenyans.

We are better united #MimiMKENYA



SUNDAY NATION APRIL 3, 2022 7

An initiative of Nation Media Group



Mimi MKENYA

Sharleen Wanju
Office of the Chairperson, Mazeno University

“The 3rd National Universities Students Convention on Peace, Youth and Election was launched on April 1st, 2022 in Nairobi. Peace is a fundamental factor during elections without which elections can be meaningless. UCSPAK will lead from the front in amplifying community voices for sustainable peace in Kenya. #MimiMKENYA

Charles Musyoka Masavi
SAKU President, KCA University

“As collective consciousness goes higher and higher we need that unity in the midst of all diversity. Let us create peace in our minds and help all Kenyans do the same.

Sarah A Ali
Founder & Former President, School of Petroleum Engineers Student Chapter, Mt. Kenya University,
UCSPAK Coordinator, Kiambu County

“I believe that there is nothing you can do without peace. Peace is very crucial to an individual and the society at large. I will always advocate for peace. Always! #MimiMKENYA

Hon. Gideon Mereru Oritai
UCSPAK Coordinator, Nairobi County

“What is peace? Peace is the source of happiness. With peace, people can network and interact in all aspects of life. As youth, I aspire to be a peace ambassador of the Republic of Kenya. #MimiMKENYA

Lynette Njeri Wanjiku
Secretary, Gender & Disability
Dedan Kimathi University of Technology (DeKUTSO)

“We are not only responsible for each other, we are in some measure, responsible for each other's welfare. Mahatma Gandhi once said, "An ounce of practice is worth more than tons of preaching." Become an ambassador of peace in your life. #MimiMKENYA


Ezekiel Odiollppl Lelinka
SAKU Secretary General, KCA University

“Even as we enter the political season in our country, let us remember that Kenya was founded on the foundation of peace. It is not enough to talk peace, one must believe and be part of it. Let us draw consensus despite our different affiliations. Elections will always come and go. #MimiMKENYA

OUR JOURNEY | OUR RESPONSIBILITY | OUR COUNTRY

Mimi Mkenya is a peace initiative that is meant to build and encourage a sense of patriotism amongst Kenyans.

We are better united #MimiMKENYA





Commercial Initiatives



Thought Leadership

Sustainability





Marketing initiatives

Our transformation journey





Nation Media Group
Media of Africa for Africa
www.nationmedia.com

Nation.Africa

Media of Africa for Africa

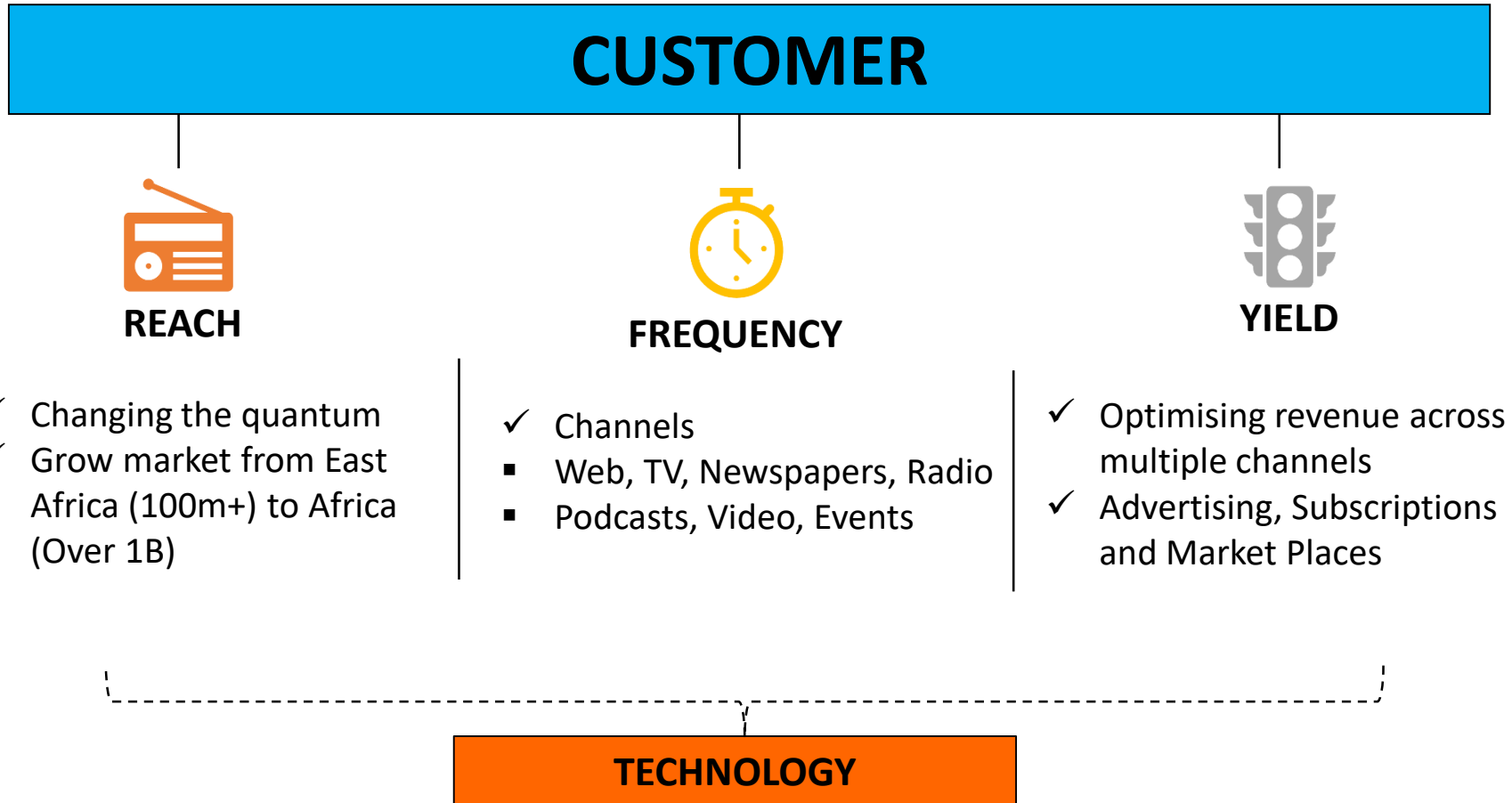
NATION

Empower Africa

→ nation.africa

Taking Nation to Africa

Our mission is to create value for our stakeholders and positively influence society by providing media that informs, educates, and entertains



- **Relevance | Ease of Pay | User Experience | Convenience | Affordability**

$$\text{REVENUE} = \text{REACH} \times \text{FREQUENCY} \times \text{YIELD}$$

1. Customer
2. Content
3. Technology





FOOTBALL PRIME

True love brewed on a Kenyan football pitch

Tuesday, April 17, 2022

PRIME

Martin Njoroge: Chess star wants to conquer the world

Monday, April 18, 2022



MOTORSPORTS PRIME

Mr and Mrs Gomes: Zambia's high-speed couple enjoying the Kenyan challenge

Tuesday, April 19, 2022



RUGBY PRIME

Jone Kubu: Fijian star came, saw and fell in love with Kenya

Tuesday, April 19, 2022



Nation Prime Content



Podcasts

CATCH UP ON THE STORY

Episode 1-4 available now



NATION

→ Puzzles

REGISTER and Start Playing Today!
nation.africa/puzzles

Can't get enough of the games?

If you are done with this one then
there's more online.

Get started at
www.nation.africa/kenya/puzzles

Nation Puzzles



Subscription journey



Superior user experience



Enhanced legibility



Enhanced security features



Single sign-on (ePaper + Nation.Africa)



More advertising features

Keeping app, Anywhere, Anytime.

SUBSCRIBE at epaper.nationmedia.com



Scan to
subscribe



DECISION
2022

ntvkenya.co.ke/elections

PARTY PRIMARIES FEVER

ntv
turning on your world

f t i @NtvKenya



JOE AGEYO
EDITORIAL DIRECTOR
BROADCAST



BEN KITILI
ASSIGNMENT
EDITOR



ROSELYNE
OBALA
POLITICAL EDITOR



JAMES SMART
PODCAST EDITOR

ntv 9.00PM
TONIGHT WEDNESDAY 13TH APRIL

NTV

1. New leadership
2. Positioning of the station
3. Focus on reach
4. Technology
5. Content

Business
Redefined

23

DOCTORED EVIL

AN INHOSPITABLE HOSPITAL, A HOUSE OF TERROR FOR THE SICK AND VULNERABLE, A TRAUMATISING SECRET HIDDEN FOR 10 YEARS.

f t i @ntvkenya | @NginaKirori
#DoctoredEvil

TONIGHT
7PM & 9PM
23RD FEB

GUMZO LA SATO

TEMBE ZA WAUME

JE, WAUME WAMEZE TEMBE ZA UZAZI?

KADZO NDUNDTHI
MSHAURI

VIOLET NGINA
MWENYE KISA

MC ABEL
MCHANGIAJI

GEOFFREY WANGO
MWANA SAIROKOJIA

9.7.15S

THE MAKING OF FERDINAND OMANYALA

SUNDAY 8PM
6TH MARCH 2022

ntv
turning on your world
SPORTS

GOLV DStv StarTimes zuku SIGnet ADN
Channel 91 Channel 271 Channel 106 Channel 13 Available on Signal Available NTV 1

<https://ntv.nation.co.ke/live>

CROWDS FOR HIRE

ARE THE MASSES SUPPORTING THE POLITICIANS OR AMASSING MONEY FOR THEMSELVES?

@SChazima

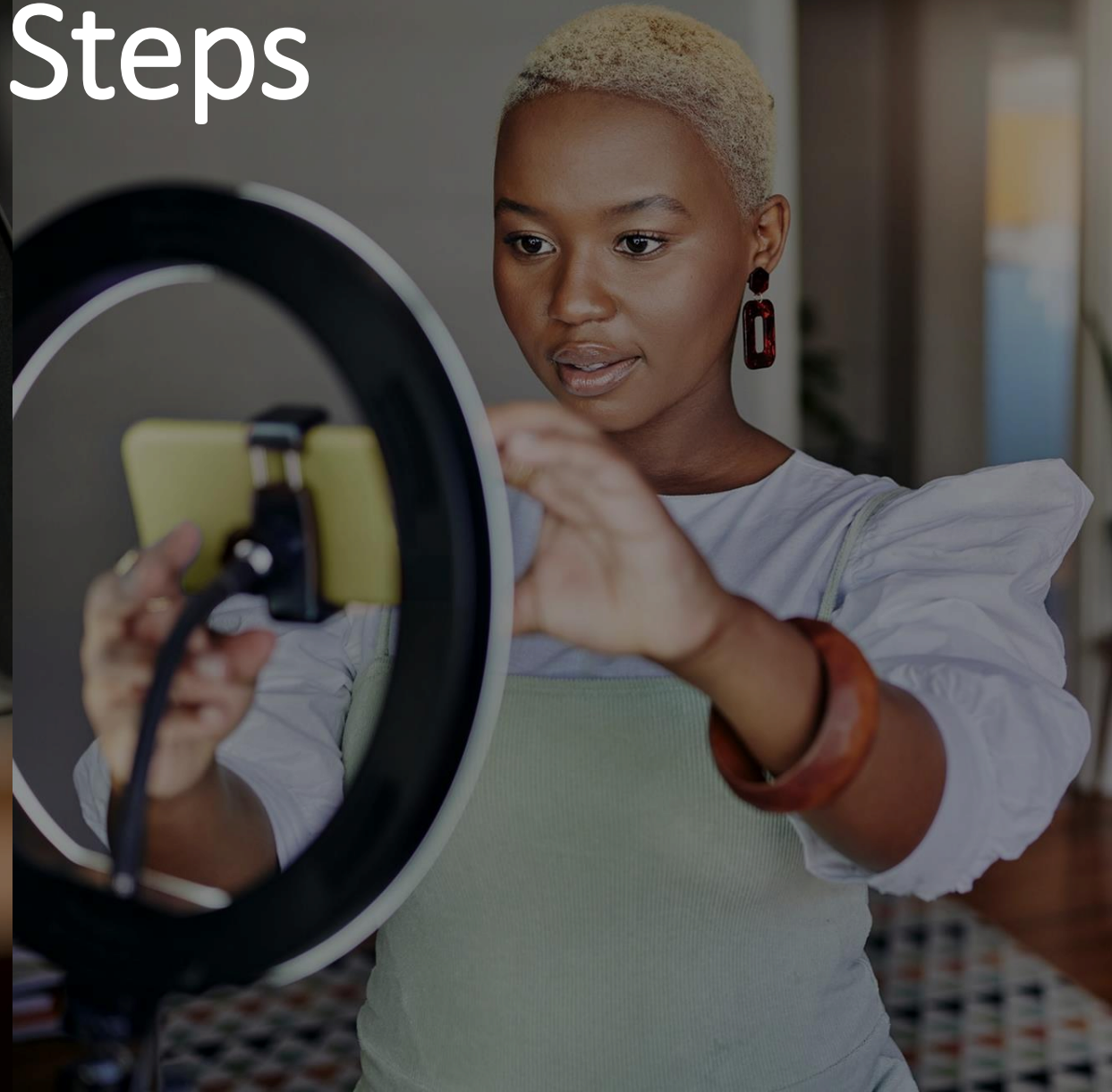
7PM & 9PM
20TH MARCH 2022

ntv
turning on your world

GOLV DStv StarTimes zuku SIGnet ADN
Channel 91 Channel 271 Channel 106 Channel 13 Available on Signal Available NTV 1

<https://ntv.nation.co.ke/live>

Next Steps



BUSINESS DAILY



OPINION
Bitange Ndemo
New world order: Africa, are you ready? p8

ECONOMY & POLITICS
Gambling
MozartBet forfeits Sh300m on dirty cash p5

COUNTY BUSINESS
Infrastructure
Kwale Sugar sues State for Sh32bn in land access tiff p14



ON THE TICKER



1.5m livestock die on drought

A total of 1.5 million livestock died in three months to March on the back of a biting drought that has affected millions of Kenyans, putting the lives of pastoralists who rely on animal stock at risk.

THE DIGIT

SH3.5BN
AMOUNT that Shell is claiming from the State in fuel subsidy arrears p6



Bank loan rates hit 2-year high

The average interest charged on loans by Kenya's commercial banks has risen to its highest level in two years amid increased demand for credit.

GET BREAKING NEWS

Send the word NEWS to 20688
Exclusive! Kenya's Oil O...
Sending to 20688

Travellers lose Sh4bn in expired KQ tickets

AVIATION Termination follows passengers failure to show up for their flights

Constant Munda

Kenya Airways' customers lost Sh4.48 billion last year after they failed to show up for their flights, leaving them with expired tickets.

The value of the expired tickets have been disclosed in the airline's latest annual report.

KQ, as the carrier is known by its international code, books revenue from ticket

sales whether customers fly or leave the tickets to expire.

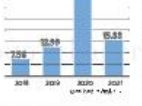
Clients who cancel their flights can get credit representing a discount on the cost of the ticket - which they can use within one year.

Myriad lockdowns and travel restrictions have been a major reason many people have missed or snubbed their flights since the outbreak of the Covid-19 pandemic in early 2020.

The expired tickets represent the biggest losses suffered by consumers in buying goods and services from one company.

Telecommunications operators like Safaricom also have billions of shillings of unutilised loyalty points but they do not expire.

Safaricom previously sold airtime with expiry dates but later changed its billing system to allow customers to choose between expiring and non-expiring purchases, with those opting for the



Rubis Energy Kenya Group MD Jean-Christian Niergrons

Rubis in talks to overturn deportation of Kenya CEO

John Mutua

Rubis Energy Kenya last evening launched last minute efforts to stop the deportation of its CEO Jean-Christian Niergrons.



Fuel pain

NAIROBI Motorists and boda boda operators queue for fuel at a petrol station in South C yesterday. This is the second week of struggle to get the commodity, order by the government to the dealers to release it yielding no relief.

Regulator stops teachers bailout of Spire Bank

Olato Ganyu

The sacros regulator barred the teachers' Mwailimu National Sacco from injecting Sh2 billion into the troubled Spire Bank, putting the loss-making lender at risk of collapse unless they find a buyer for it.

A parliamentary probe has revealed that the Sacco Societies Regulatory Authority (Ssra) stopped the teachers' cooperative from pumping additional money into the bank.

The regulator fretted the withdrawal of billions from Mwailimu National Sacco would hurt its financial standing.

The freeze has put pressure on the bank to quickly offer a stake to a strategic investor who is expected to inject billions into a lender that has breached regulatory capital levels.

Mwailimu has been supporting Spire Bank with funds after the bank accumulated losses of Sh9 billion.



KYEOP
KENYA NATIONAL BUREAU OF STATISTICS

The Ministry of Labour in conjunction with the Kenya National Bureau of Statistics is unveiling the First edition of the Kenya Standard Industrial Classification (KeSIC) of All Economic Activities, today, Thursday 14th April 2022, in Nakuru County.

For more information, please call +254 202729801/ 804 - 819

WORLD BANK GROUP

KNBS
KENYA NATIONAL BUREAU OF STATISTICS

- Fundamental content rethink
- Redesign of the feel and look
- Rethink of the digital distribution
- Redefine position in the market
- Consolidation of data operations

Election Coverage

1. Nation agenda
2. Comprehensive multimedia coverage
3. Public participation
4. Opinion polling
5. Results coverage



Broadcast: Video and Audio



Focus on: Video on Demand, Video website, Podcasts and Visual audio

— Newsroom focus



Training & development



**Validation of workflows,
processes and technology**



New areas of content



Partnerships & branded content



Financial Results

The background of the slide is a composite image. The top half features a blurred digital financial chart with yellow bars and a white line graph. Specific data points are highlighted with blue arrows and labels: 183.102, 154.178, and 245.5. The bottom half shows a close-up of a pen writing on a document with a line graph, with the number 2,47 visible on the right side.

Key Highlights 2021



Recovery of print advertising revenue

↑ 14%



Increased digital revenue

↑ 20%



Growth in Television advertising revenue

↑ 25%



Courier revenue growth

↑ 13%



Growth in radio revenue

↑ 42%



Growth in E-paper subscriptions

↑ 8%



Total cash

↑ 38%



Decline in print circulation

↓ 9%

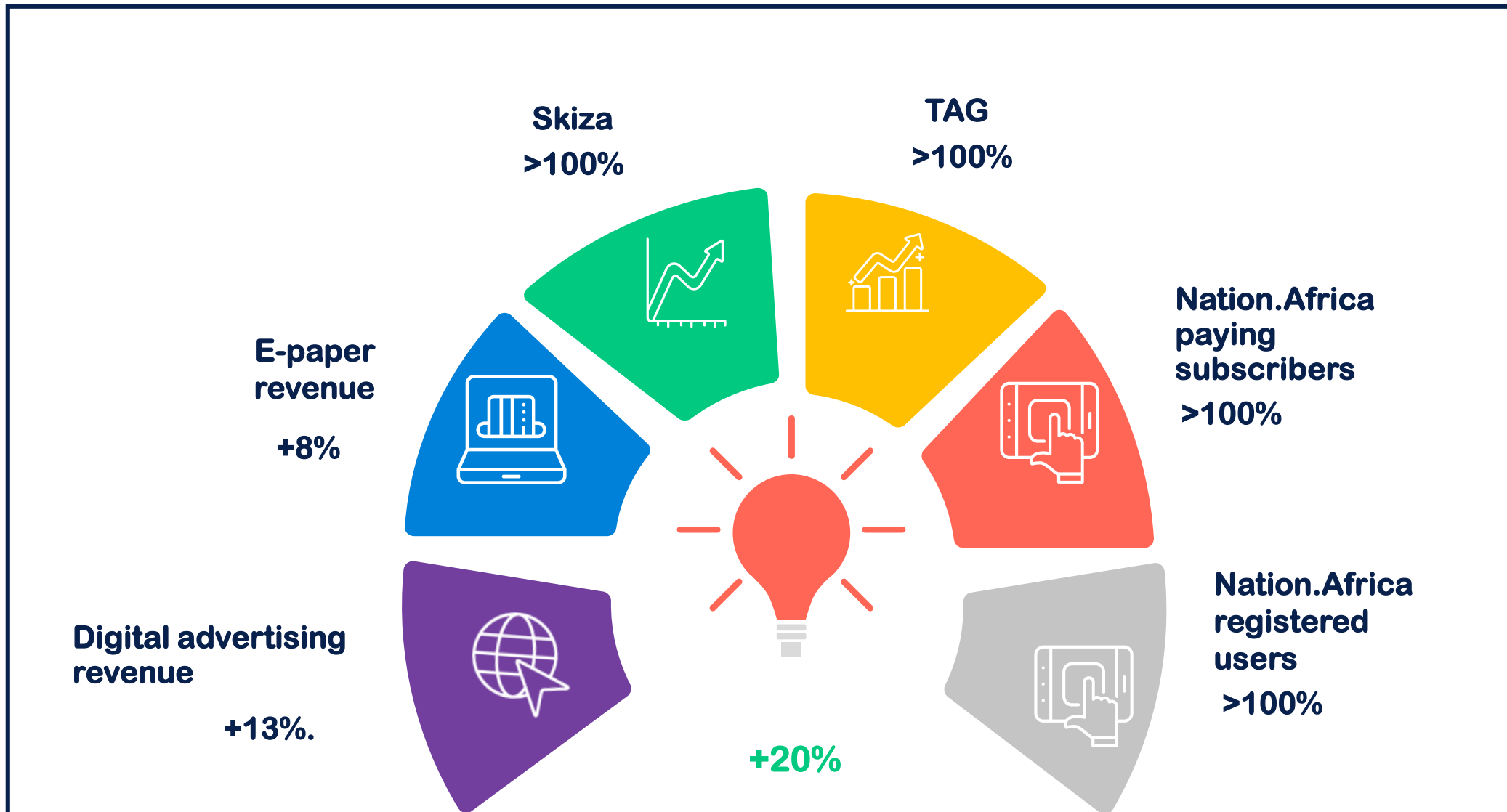


Covid -19 restrictions



Successful share buyback (82.5% uptake)

Digital Revenue Growth



Digital Footprint

Total reach **47.3** million users



Website
7.1 million users



Facebook
16.8 million users



Youtube
4.5 million users

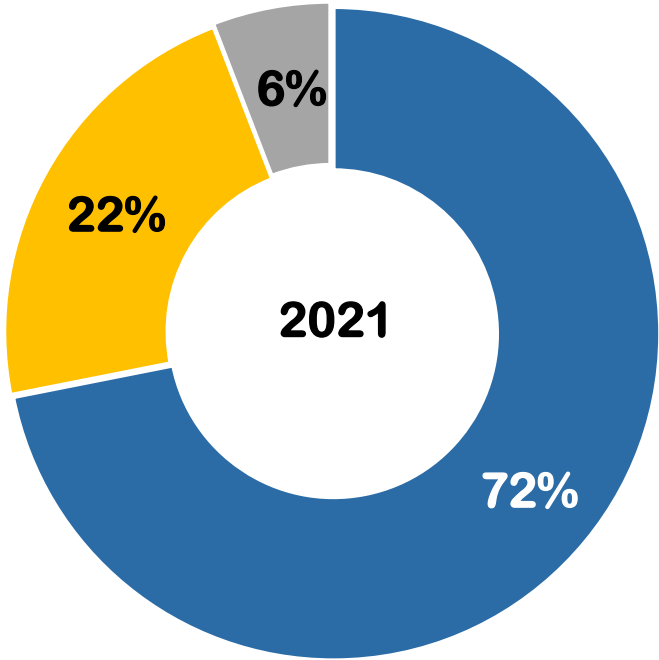
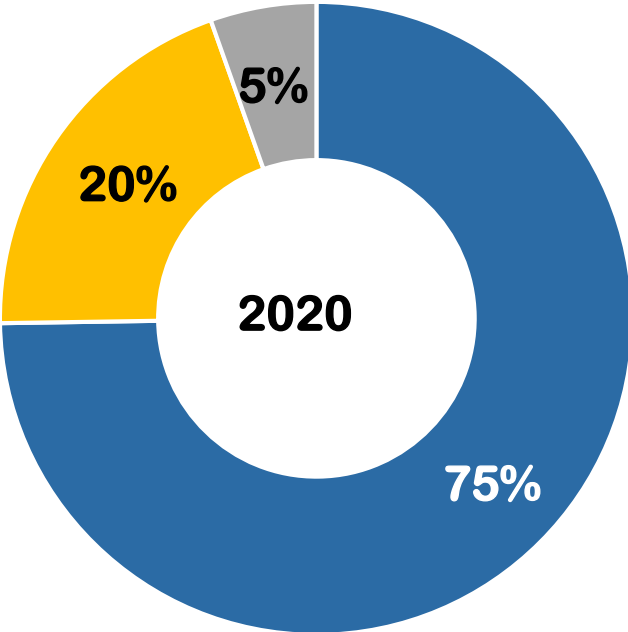
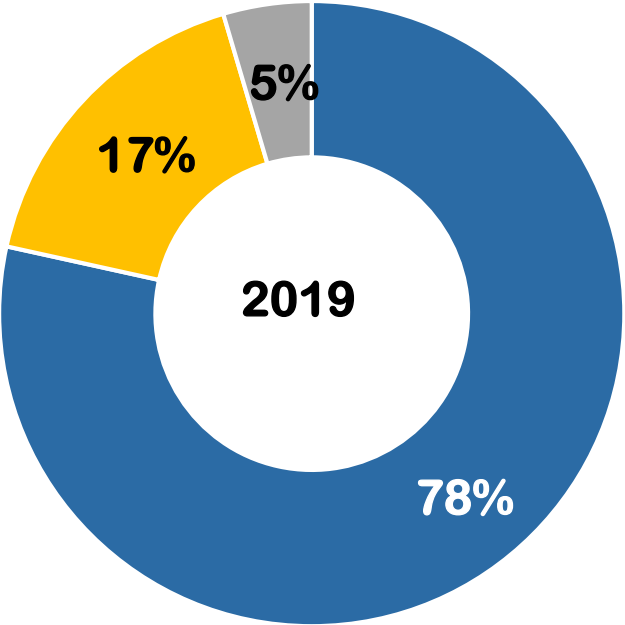


Twitter
15.3 million users



Instagram
3.6 million users

Revenue distribution trend



Print

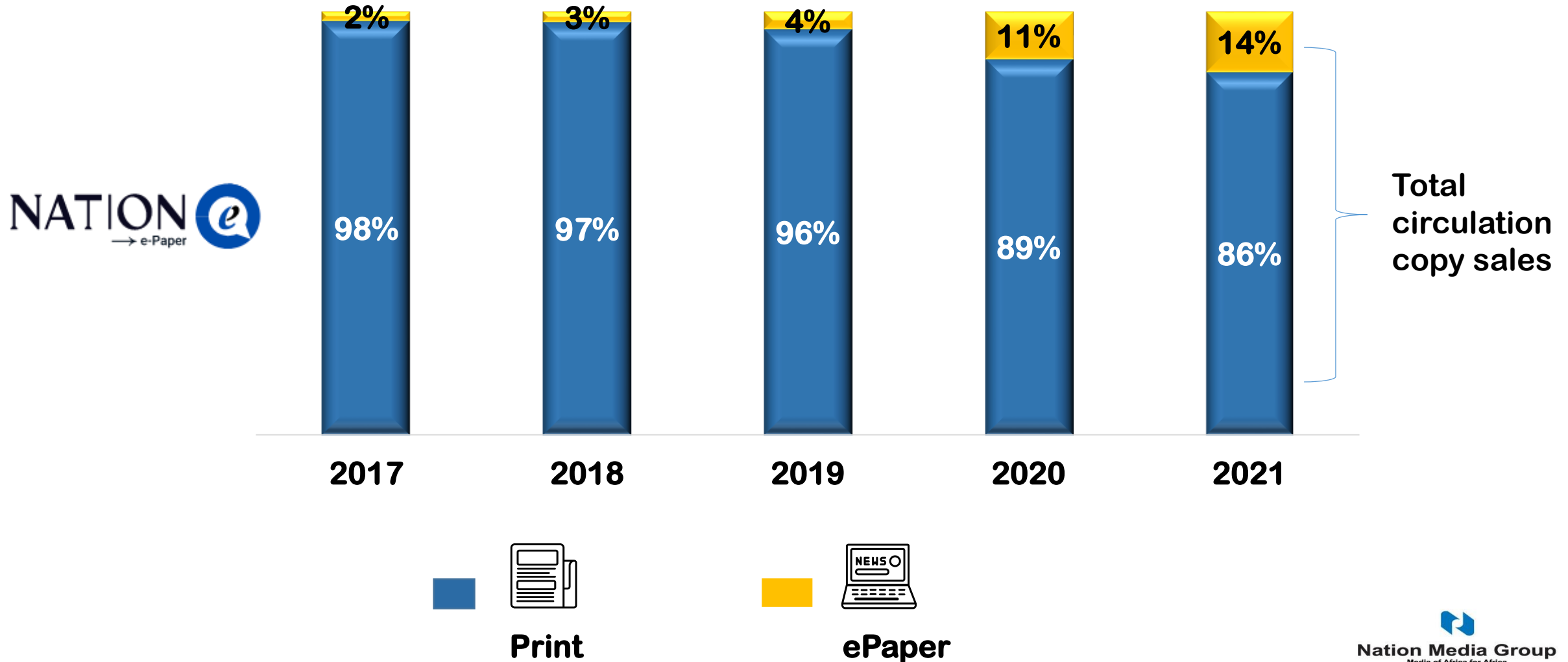


Broadcast



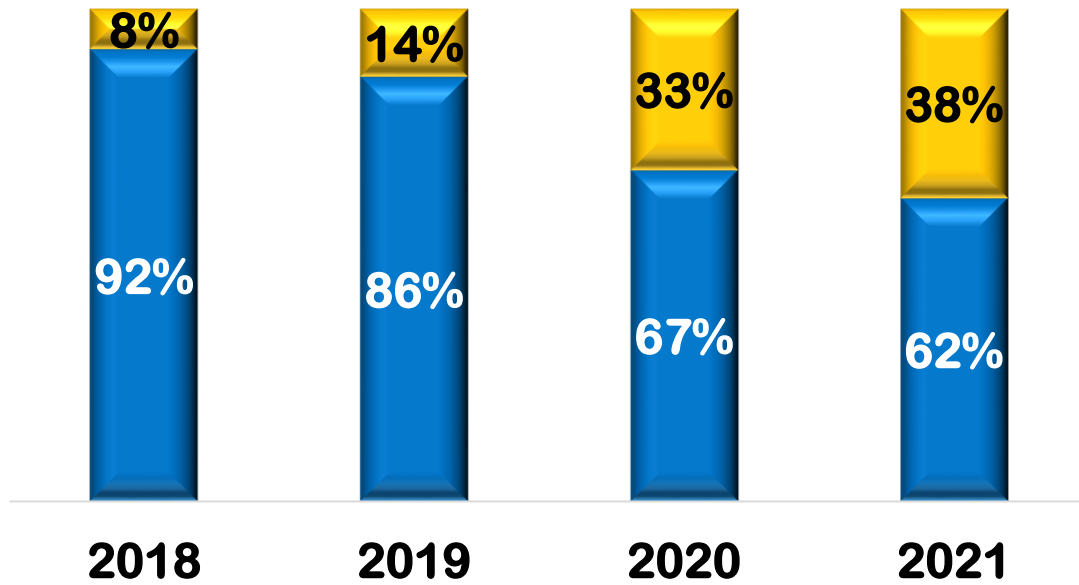
Digital

E-paper Subscriptions as a % of Total Circulation Sales

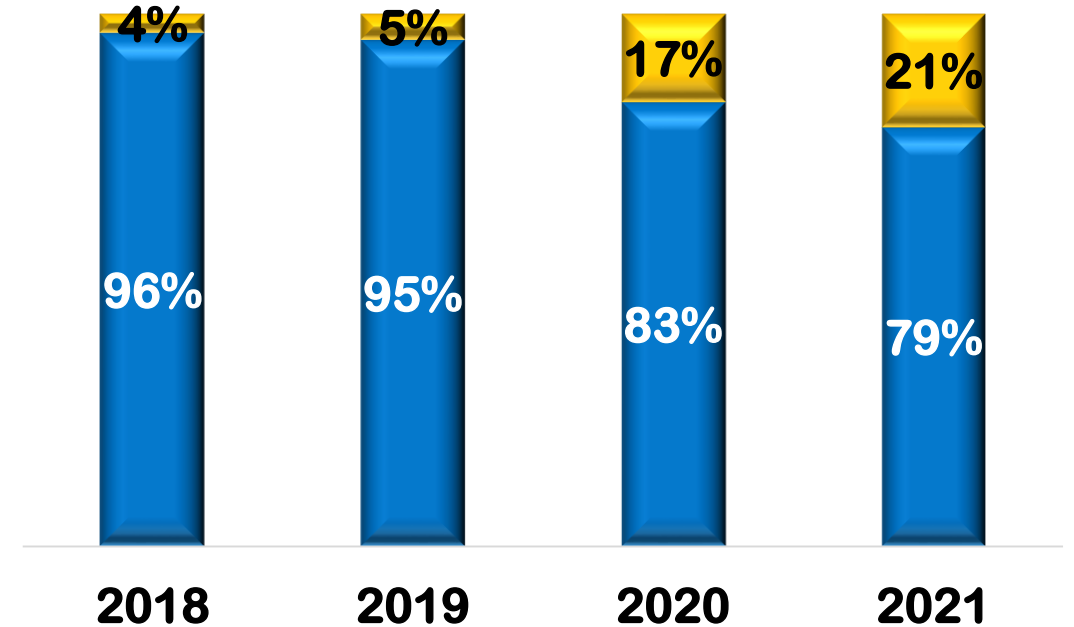


Higher E-paper uptake for niche products

Business Daily



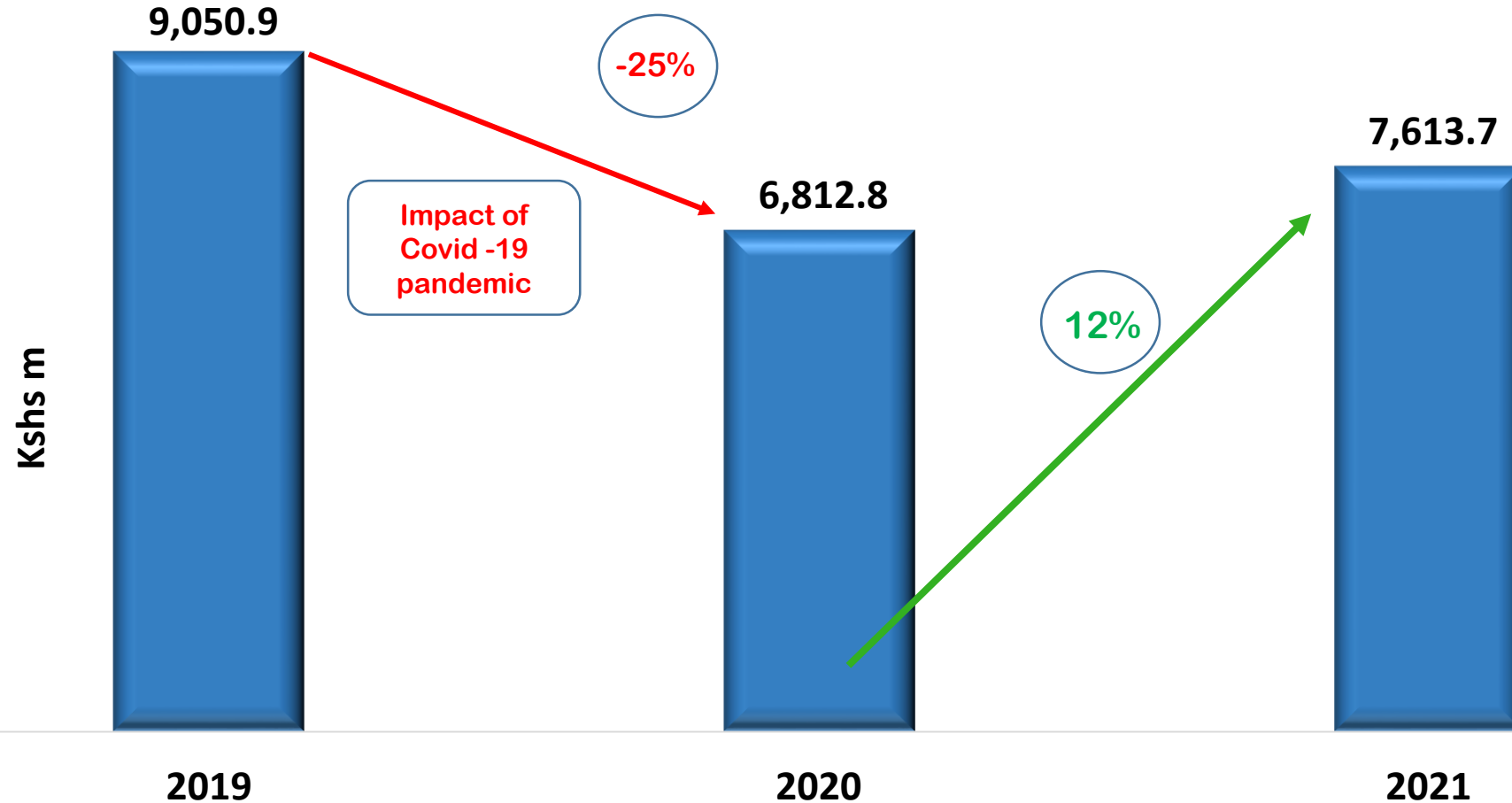
The EastAfrican



 
Print

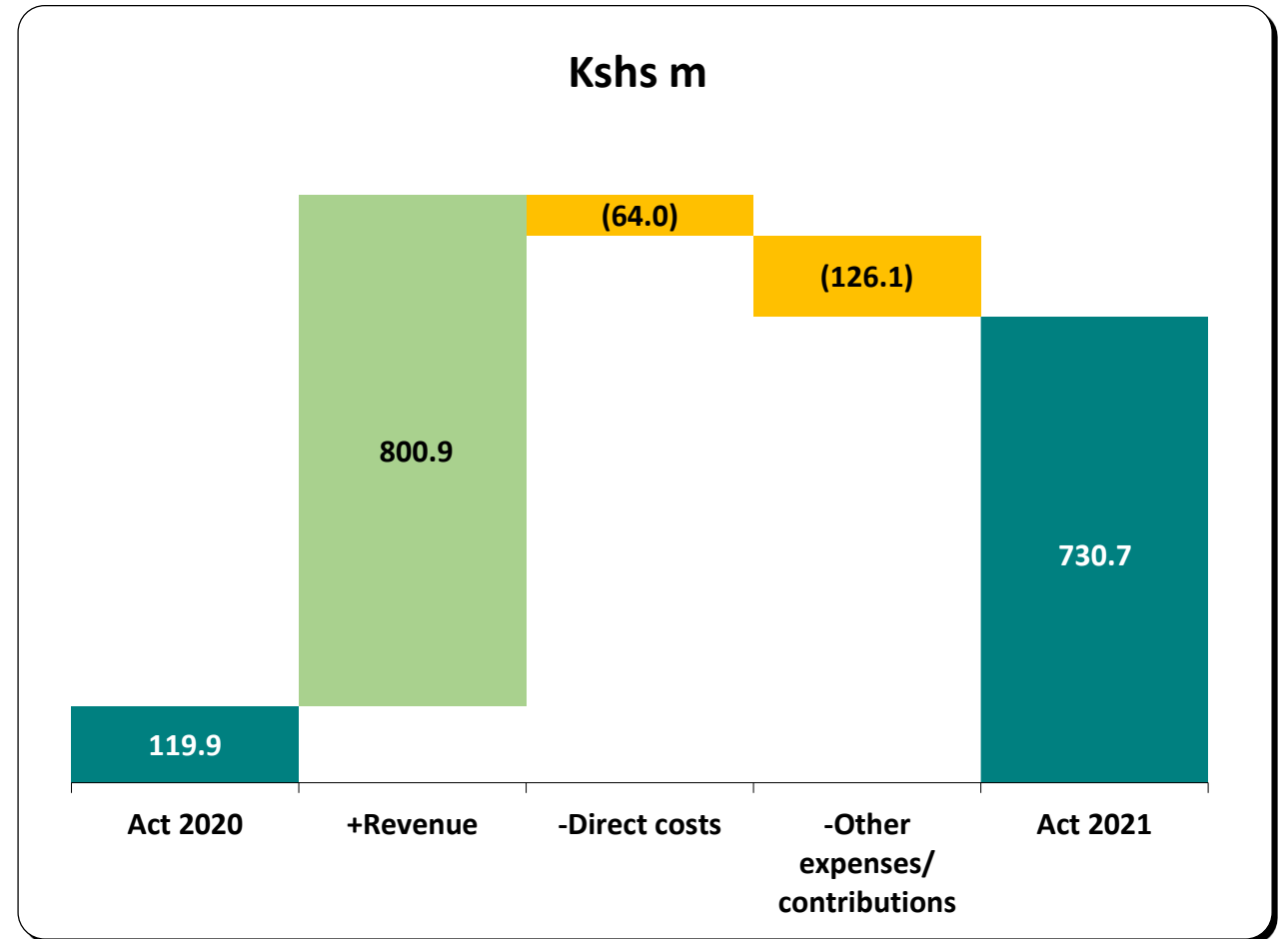
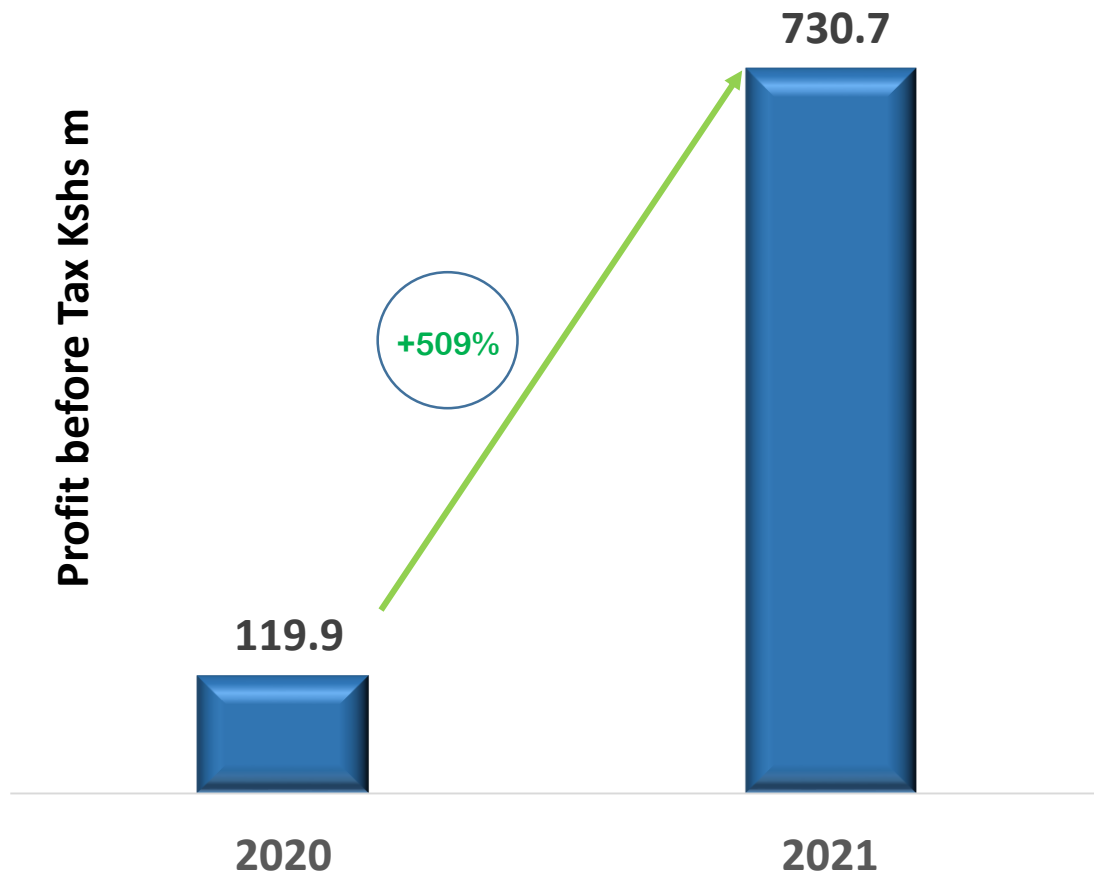
 
E-paper

Group Turnover Recovery



- Increase in digital revenue
- Growth in broadcasting business.
- Gradual recovery in print advertising

PBT recovery in a challenging business environment



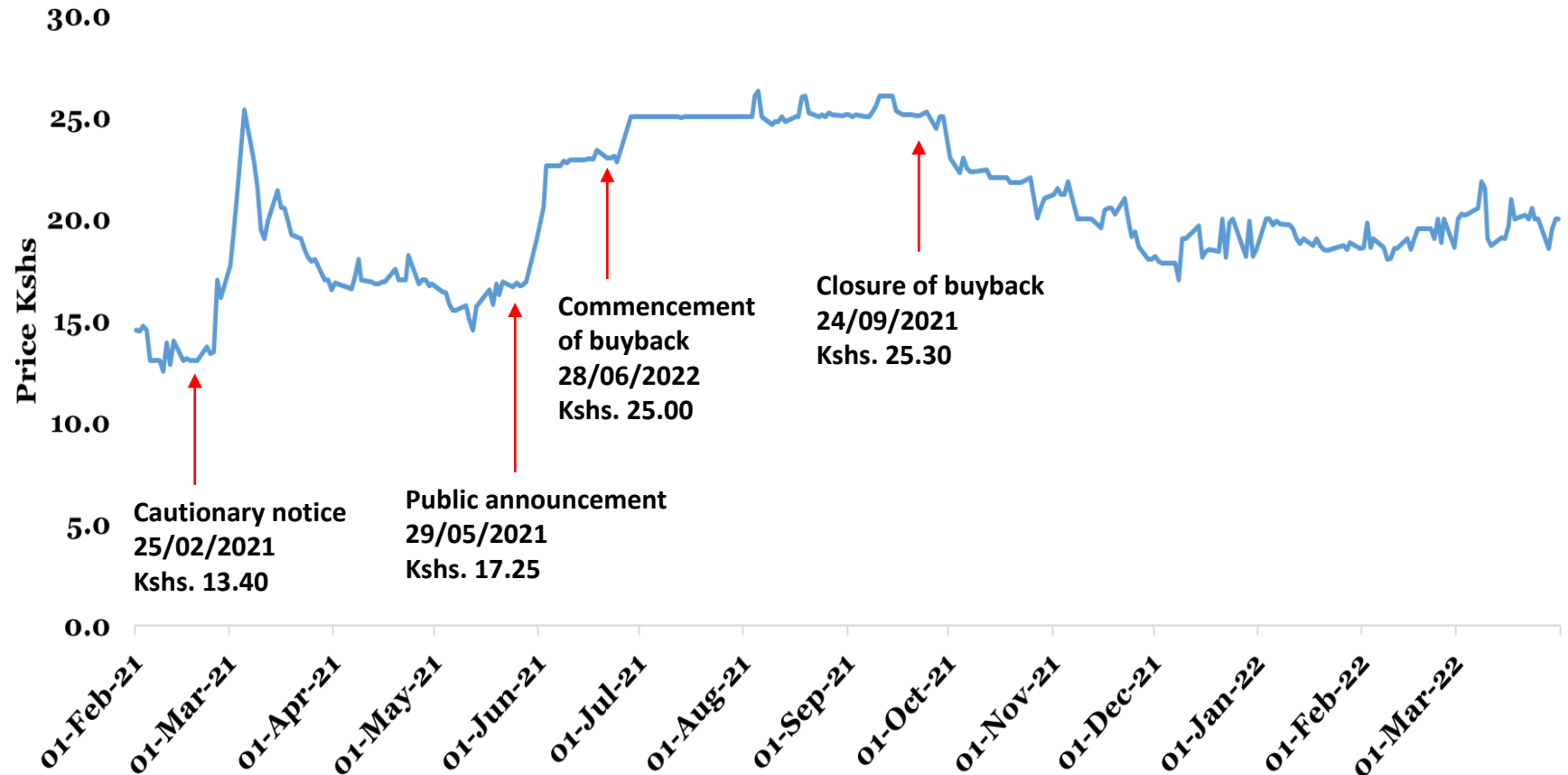
Profitability growth attributable to revenue recovery and operational efficiency

Condensed statement of comprehensive income

	2021	2020	Change
	Kshs m	Kshs m	%
Turnover	7,613.7	6,812.8	+12
Gross profit	6,401.7	5,664.8	+13
Profit before income tax	730.7	119.9	+509
Income tax expense	(237.6)	(72.0)	-230
Profit after income tax	493.1	47.9	+929
Other comprehensive income	91.6	87.6	+5
Total comprehensive income for the year	584.7	135.5	+331

Share Buyback Outcome

NMG Share Price Trend – Feb 2021 to Mar 2022



- Target: 10% of issued shares (20.7 million shares)
- Price: Kshs 25/- per share
- Uptake: 82.5% (17.1 million shares)
- Cash outlay: Kshs 427.5 million

Share buyback program opened on 28th June 2021 and closed on 24th September 2021



Nation Media Group
Media of Africa for Africa

Chairman's Remarks



Proposed Final Dividend

- The directors have resolved to recommend a final dividend of Kshs 1.50 per share (60%) for the year, subject to approval by the shareholders at the Annual General Meeting.
- No interim dividend was paid during the year.



A close-up photograph of a computer keyboard. The keys are dark blue or black, with a prominent red key in the center-right area. This red key features a white question mark. The text "Q & A" is overlaid in white on the left side of the image.

Q & A



Nation Media Group

Media of Africa for Africa



The EastAfrican

BUSINESS DAILY
■ more possibilities

DAILY NATION



THE CITIZEN

MWANANCHI
LIMESHEHENI

NATION

Empower Africa

