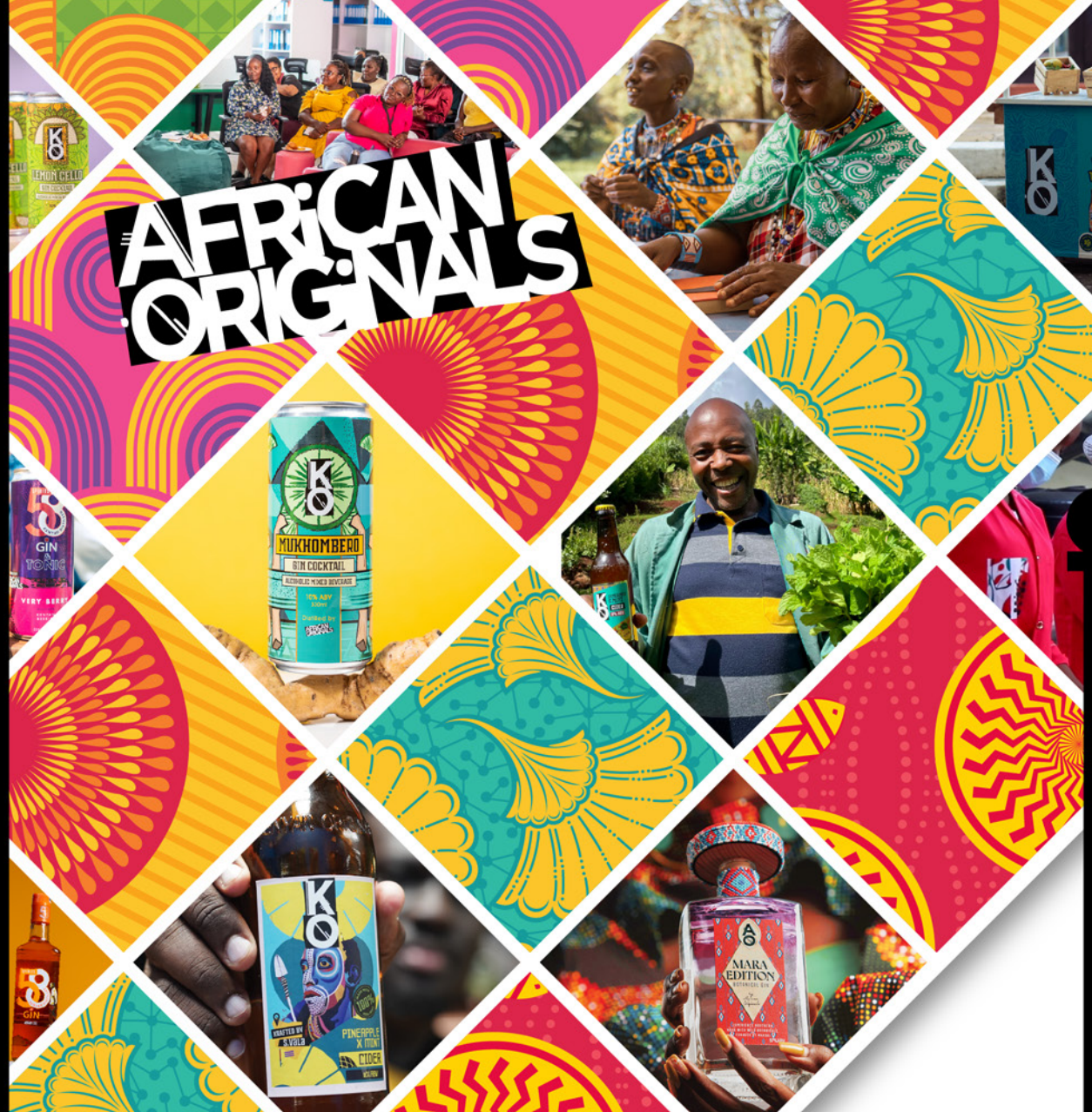


IMPACT REPORT 2025-2026

Celebrating African Culture
Sustaining The Future



- Alexandra Chapatte.

FOUNDER'S REMARKS

Impact was never meant to be an add-on at African Originals. It was part of the original idea.

When we launched Kenyan Originals, we wanted to prove that you could build brilliant, world-class African products while creating real value for the people behind them. That meant working with local farmers, tackling fruit waste and giving Kenya's creative community a genuine platform, not just borrowing their culture to sell a product.

Reducing fruit waste was one of the company's founding principles. It has shaped how we make our drinks and remains one of our clearest north stars today.

Between January 2025 and June 2026, **94% of our sourcing spend was local**, and we invested **KES 83 million** across farmers and aggregators. Behind those numbers are farmers gaining access to new markets, fruit that might otherwise have gone to waste, and ingredients being turned into something with real value.

We have been equally determined to build Kenyan Originals with the creatives shaping modern Kenya. Not as an audience. Not as a marketing prop. As collaborators.

Our latest KOlab is our boldest yet and, we believe, an industry first. We brought together some of the most exciting creatives in the bar world: Kenyan mixologists who understand flavour, culture and the local drinking occasion better than anyone. Together, we created fresh, real, unmistakably African cocktails in a can; drinks genuinely worthy of the Kenyan Originals name.

Crucially, the collaboration did not end when the campaign went live. Through a revenue-share model, the creators continued to participate in the commercial success of what they helped build.

There is a lot of talk about impact. But how many brands really follow it through across the full value chain? How many truly know their farmers, their makers, their suppliers and their creators and understand how every one of those relationships ultimately shapes the product in the consumer's hand? That is what makes African Originals different.

Between January 2025 and June 2026, we diverted **421,935 kg of organic waste** from landfill, turning what might otherwise have been discarded into productive uses such as animal feed and agricultural inputs.

As we grow, we will evolve. We will become bigger, more ambitious and more complex. But this connection to the people who grow, make and shape our products is something we cannot afford to lose.

For us, impact does not sit on the sidelines of the business; it is woven into it.

That is our DNA.



- Gavin Brown.

CEO'S REMARKS

At African Originals, our vision "**The ultimate African lifestyle brand**" is more than an ambition; it is a call to celebrate the richness of African heritage while helping build a sustainable future. Every choice we make is guided by this purpose, from how we craft our brands to how we strengthen a more resilient, efficient, and proudly Kenya-first organization.

As we look to 2026, our commitments come to life through five pillars that reflect the change we want to lead:

- **Our Community:** We will continue to open doors for youth and women entrepreneurs, while investing in the well-being, confidence, and growth of our people.
- **Our Customers:** We will create distinctive African lifestyle brands that inspire pride, deliver quality, and celebrate originality through real fruit and authentic craftsmanship.
- **Our Environment:** We will keep pushing for a lighter footprint by scaling circular practices, increasing glass reuse, removing plastic from our operations, and reducing paper use.
- **Our Suppliers:** We will grow with our local partners by supporting smallholder farmers with fair pricing, dependable market access, and practical tools to improve productivity.
- **Our Markets:** We will champion responsible growth that strengthens fair competition and leaves a lasting, positive impact in every region where we operate.

Together with our people, partners, suppliers, customers, and communities, we are building more than a business; we are shaping a future defined by responsible business, shared opportunity, and meaningful impact.



- Faith Mwendia.

COO'S REMARKS

As we move into our 2026–2027 reporting cycle, I am proud to reflect on the remarkable momentum African Originals has built and even more energised by what lies ahead. From scaling our Community Engagement Initiatives, to expanding our recycling partnerships, to earning international recognition for product excellence.

2025 demonstrated that doing business with purpose and doing business well are not competing ambitions; they are one and the same. Our **B-Corp certification**; a major milestone and commitment to sustainability, our growing investment in women and youth, and the depth of our local value chains are not just milestones; they are the foundation on which we continue to build.

The 2026–2027 period marks a new chapter for African Originals, one defined by sharper modernisation, systems and operational excellence, deeper local farmer and supplier community engagement, and a clear-eyed commitment to scaling what works in the business. We remain focused on strengthening our people, innovating our portfolio, and ensuring that every bottle we produce tells a story of accountability, sustainability, and impact. This report is a testament to the teams, partners, and communities who make that story possible and a promise of what we will achieve together in the year ahead.



- Caroline Gichure.

IMPACT TEAM'S REMARKS

As we reflect on the 2025–2026 reporting period, I am encouraged by the progress we have made in embedding sustainability into how we do business.

Over the past year, we have continued to strengthen our commitment to responsible growth through initiatives that support local sourcing, create opportunities for women and youth, reduce waste, and promote employee wellbeing. We have also challenged ourselves to be more intentional about measuring and managing our impact, culminating in our B Corp Certification journey.

What stands out most to me is that impact is not created through one programme or milestone. It is built through hundreds of decisions made across the business every day; from how we source our ingredients, to how we engage our communities, manage our waste, support our people, and govern our operations.

While we are proud of what we have achieved, we recognise that sustainability is a continuous journey. The work ahead remains just as important as the progress we are celebrating today. We remain committed to learning, improving, and finding new ways to create lasting value for our employees, customers, suppliers, communities, and industry.

I would like to thank every member of the African Originals team, as well as our partners and stakeholders, for their contribution to the impact reflected in this report. We look forward to building on this foundation in the years ahead.

VISION

The Ultimate African Lifestyle Brand



MISSION

To be a modern, efficient & effective, system driven organization with a range of unique African lifestyle brands crafted & sustained by a well-trained, highly motivated & engaged work force





PURPOSE

To celebrate African identity through crafted beverages & experiences

OUR MODEL

We Are An Integrated Drinks Business

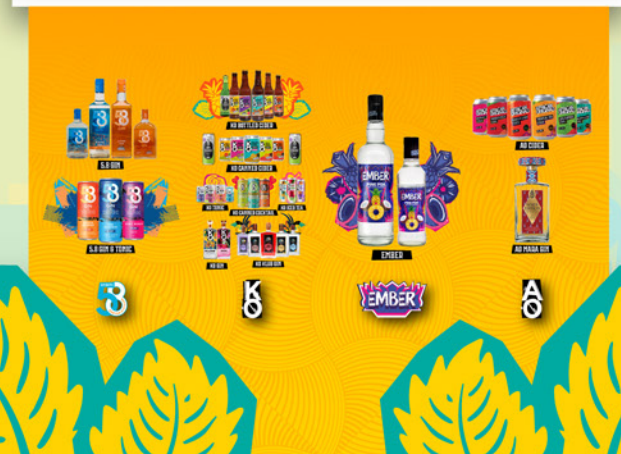
MANUFACTURERS

We have set up a manufacturing site from scratch in **30,000 Square feet** of operations housed in 5 godowns. We locally source, chop, press, blend and package on site in Baba Dogo, Nairobi, Kenya.



BRAND OWNERS

We have built 4 brands: Kenyan Originals, African Originals, 5.8 and Ember; and developed X22 liquids from scratch.



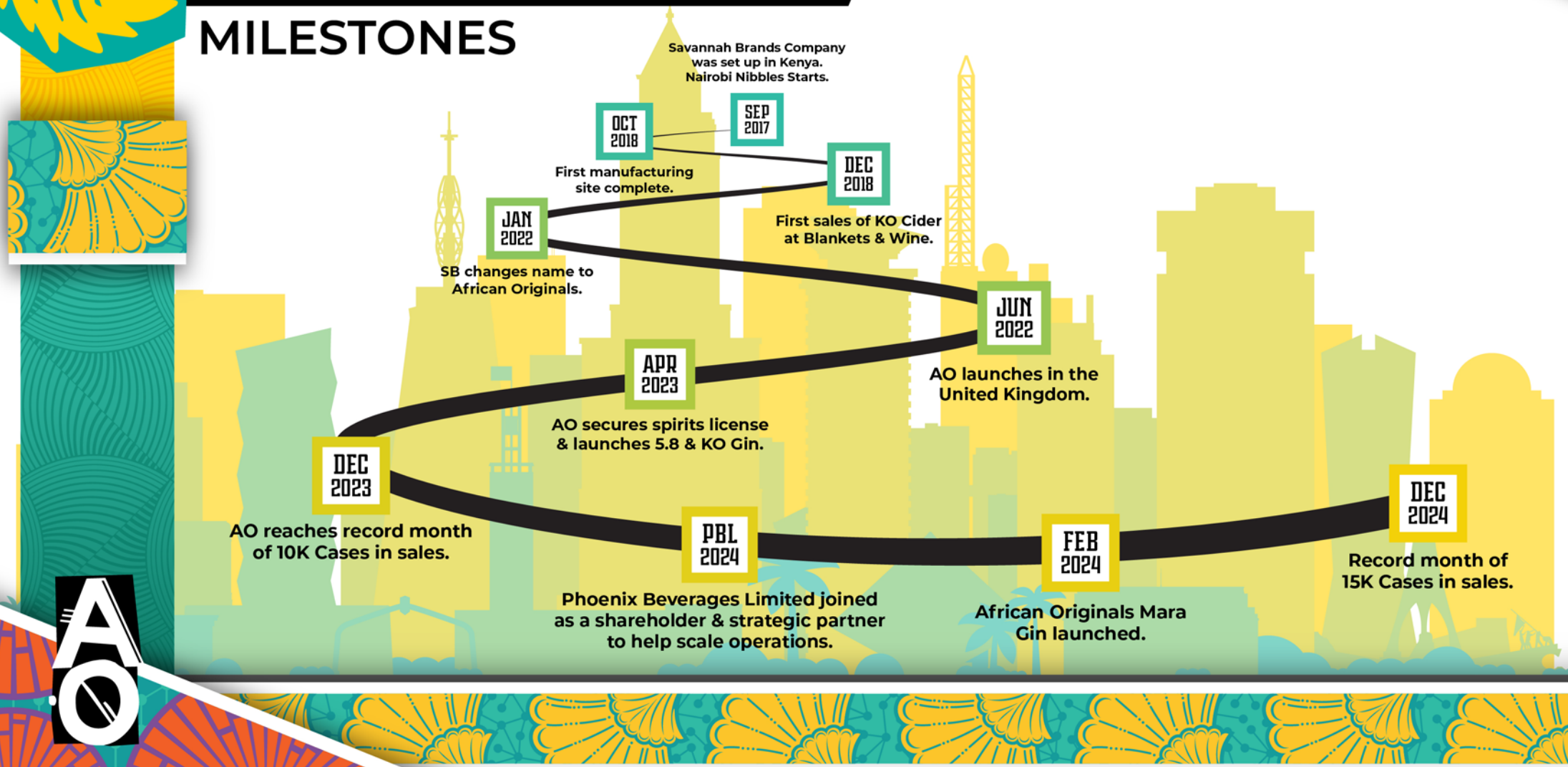
DISTRIBUTORS

We distribute directly to over **2,000 outlets** across Kenya.



COMPANY MAJOR

MILESTONES



YEAR 2025-2026

MILESTONES

Q1 2025

5.8 Gin & Tonic Launch

- Hosted 50+ distributors & trade partners for an immersive launch experience, strengthening commercial partnerships & market activation.

B Corp Certification

- Achieved B Corp Certification, formally recognizing African Originals' commitment to responsible business practices across govern ance, workers, community, environment & customers.

Q2 2025

KO Dry Cider Launch

- Launched a lower-sugar cider alternative with 30% less sugar & no bloating.
- Expanded our portfolio through consumer-led innovation & strengthened our position in the cider category.

Q3 2025

NICO Distillation Investment

- Scaled from a 400L to 2000L still pot, increasing batch capacity by 5x & improving production efficiency, consistency & readiness for future export growth.

KO Dry Cider × MMA Partnership

- Launched the KO Fight Nights platform, bringing the "Bila Fear" campaign to life through high-energy consumer engagement & brand experiences.

Bustani Gin & Vodka Launch

- Bustani Gin & Vodka entered Naivas shelves, becoming African Originals' first white-label brand & validating the company's growing production credibility.

Q4 2025

KO Canned Cocktails Launch

- We launched our Canned cocktails, Lemon Cello & Mukhombero; a collaboration with local Kenyan Mixologists under a revenue share model.

Raveco Bottling Line Secured

- Secured additional bottling capacity, unlocking 5x production headroom & supporting long-term growth & improved unit economics.

AO Mavericks Programme

- Launched a 24-week sales development programme designed to build a scalable pipeline of field-ready FMCG sales talent & future leaders.

Record Monthly Sales

- AO reached a record of over **18,000** cases in sales during the month of December 2025.

Q1 2026

Ember Spirits Launch

- We successfully launched our first ever mass market spirit & first innovation of 2026, Ember; targeting the gen Z segment.

AO Women's Month Experience

- Hosted the first AO Women's Month Experience, creating a dedicated space for connection, learning & conversations around the theme "Give to Gain."

COMPANY PORTFOLIO















EMBER





COMPANY INTRODUCTION

At African Originals, we believe that business success and impact are mutually reinforcing. In 2025, we deepened our commitment to building a resilient, locally rooted, and inclusive business.

Our work focused on:

- **Strengthening Kenyan value chains.**
- **Expanding opportunities for women and youth.**
- **Reducing environmental impact.**
- **Fostering a people-centered culture.**

This report reflects both our progress & the tangible outcomes of these efforts across our value chain.



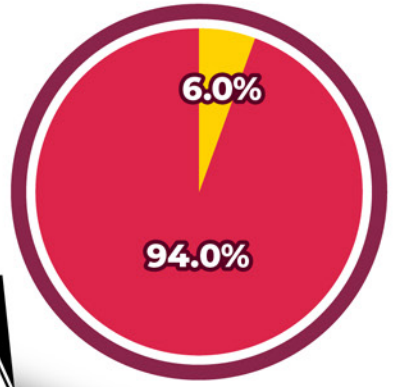
INCLUSIVE GROWTH
& COMMUNITY IMPACT

LOCAL SOURCING & VALUE
CHAIN DEVELOPMENT

Local sourcing remains a cornerstone of our strategy. By prioritizing Kenyan suppliers, we:

- **Reduce reliance on imports.**
- **Shorten supply chains.**
- **Contribute to domestic industrial growth.**

This approach ensures that more economic value is retained locally, while also strengthening supply chain resilience.



KEY:

LOCAL SOURCE SPEND
KSH 525,302,550

IMPORT SOURCE SPEND
KSH 38,178,881



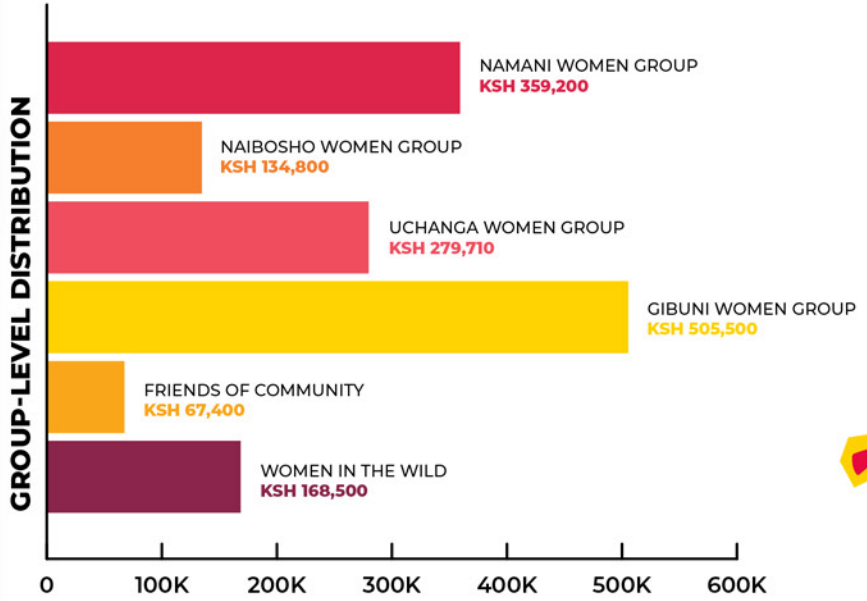
- Benjamin Kyallo.

SCAN
TO WATCH THE STORY

COMMUNITY UPLIFTMENT PROGRAM

Our Community Upliftment Program integrates women-led artisan groups into our value chain, transforming traditional craftsmanship into sustainable income streams.

What began as a single group in 2024 has expanded to six groups in 2025, reflecting both scalability and demand.



FINANCIAL IMPACT

OVER KES 2M

Has been invested between 2024 & 2025

IMPACT

- Sustainable income generation for women-led groups.
- Increased financial independence at the household level.
- Preservation of traditional beadwork craftsmanship.
- Creation of repeat business opportunities, with some groups securing additional external partnerships.



FARMER ENGAGEMENT

We strengthened relationships with local farmers supplying key ingredients such as mint and honey, integrating them more closely into our supply chain.

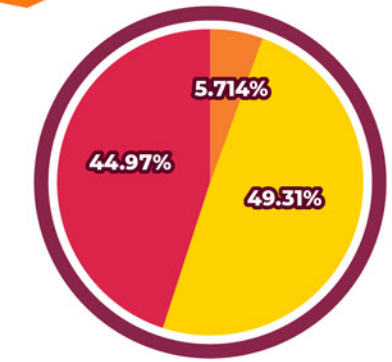
THROUGH DIRECT ENGAGEMENT:

- We improve traceability of raw materials.
- Increase visibility into farming practices.
- Support more sustainable agricultural systems.



IMPACT

- Strengthened farmer–manufacturer relationships.
- Increased trust and supply consistency.
- Reinforced a locally rooted product identity.



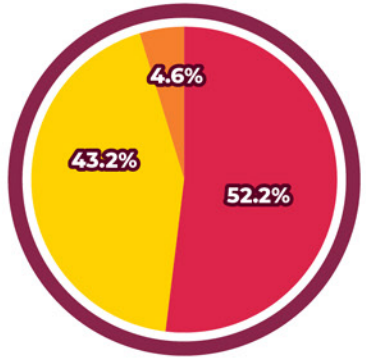
KEY:

SMALL HOLDER FARMERS
KSH 3,392,880

LARGE SCALE FARMERS
KSH 29,276,600

AGGREGATORS
KSH 26,712,110

JAN 2025 - DEC 2025
TOTAL : KSH 59,381,590



KEY:

SMALL HOLDER FARMERS
KSH 1,113,368

LARGE SCALE FARMERS
KSH 10,574,680

AGGREGATORS
KSH 12,772,066

JAN 2026 - JUN 2026
TOTAL : KSH 24,460,114

SCAN
TO WATCH THE STORY

INVESTMENT IN WOMEN & YOUTH

Our approach focuses on creating multiple entry points into economic participation, from informal work opportunities to structured talent pipelines.

SHE ORIGINALS

Through She Originals, we hosted **9 workshops** engaging **677 women entrepreneurs**.

BREAKDOWN

2024
4 Workshops
267 participants

2025
4 Workshops
293 participants

AS OF JUNE 2026
1 Workshop
117 participants

IMPACT

- Created peer learning platforms.
- Increased visibility for women-led businesses.
- Strengthened professional networks.



CREATIVE ECONOMY

LO.KO.L VIBES

2025
14 CREATIVES
KSH 495,000 Disbursed

AS OF JUNE 2026
3 CREATIVES
KSH 100,000 Disbursed

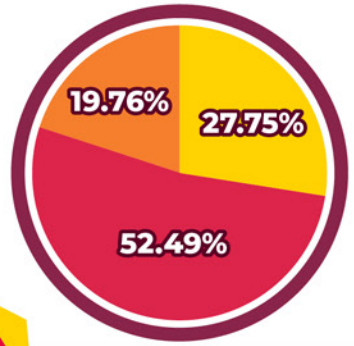
IMPACT

- Enabled creatives to monetize their work.
- Increased exposure and visibility.
- Contributed to growth of Kenya's creative economy.

SCAN TO WATCH THE STORY



VALUE ADDERS PROGRAM



KEY:

- YEAR 2025 COUNT: 1065 INDIVIDUALS
- YEAR 2026 COUNT (AS OF JUNE): 401 INDIVIDUALS
- YEAR 2024 COUNT: 563 INDIVIDUALS

IMPACT

- Expands employment access for individuals without tertiary education.
- Builds practical, hands-on skills.
- Strengthens inclusion across the workforce.

IMPACT

- Builds a pipeline of skilled young professionals.
- Demonstrates commitment to talent retention and development.
- Supports long-term workforce sustainability.

AO MAVERICKS PROGRAM

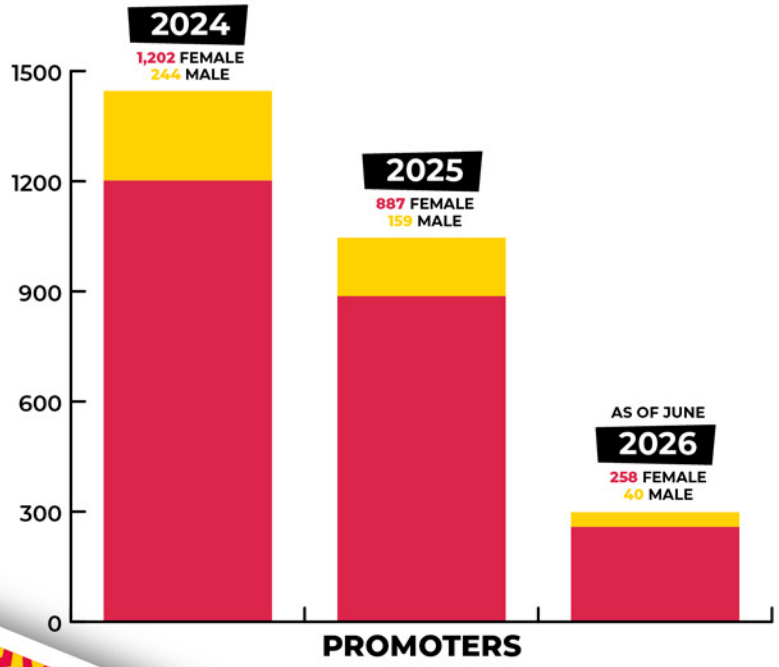
2025 & 2026

10 INTERNS ENGAGED

6 advanced from an internship into an extended contractual role.

BRAND AMBASSADORS PROGRAM





EMPLOYMENT OUTCOMES

- 1 transitioned into permanent employment.
- Remaining participants received 3-month contracts, providing short-term income stability.

IMPACT

- Bridges the gap between education and employment.
- Provides structured workplace exposure.

ENVIRONMENTAL STEWARDSHIP

CIRCULAR PACKAGING

We scaled our bottle reuse system, strengthening our circular packaging model.

PERFORMANCE

OVER 800K bottles reused. — 2024

OVER 1M bottles reused. — 2025

OVER 420K bottles reused. — AS OF JUNE 2026

~25% YEAR-ON-YEAR INCREASE.

IMPACT

- Reduced packaging waste.
- Lowered demand for new raw materials.
- Contributed to lower production emissions.

ORGANIC WASTE

In 2025, we strengthened our waste management approach by diverting organic waste from landfill into circular, value-generating systems.

144,005 kg of organic waste was redirected to InsectiPro, a company that converts organic waste into sustainable animal feed and agricultural inputs.



2025	AS OF JUNE 2026
ORGANIC WASTE	ORGANIC WASTE
114,005 KILOGRAMS	217,930 KILOGRAMS

IMPACT

Waste Diversion from Landfill

- Reduced volume of organic waste ending up in landfill.
- Lowered associated environmental risks such as methane emissions.

Contribution to Circular Economy through organic waste repurposed into:

- Insect-based protein.
- Agricultural by-products.

Support for Sustainable Agriculture

- Contributes to alternative, lower-impact animal feed solutions.
- Supports innovation in Kenya's circular bio-economy.

PRODUCER RESPONSIBILITY ORGANIZATION

CONTRIBUTIONS

Through our Producer Responsibility Organization (PRO) membership:

IMPACT

- Supports national recycling infrastructure.
- Funds waste management awareness programs.
- Reinforces shared responsibility for packaging

2025

OVER KSH 500K

IN CONTRIBUTIONS



AS OF JUNE

2026

OVER KSH 190K

IN CONTRIBUTIONS



PRODUCT INNOVATION
& MARKET RESPONSIVENESS

IN RESPONSE TO EVOLVING

CONSUMER PREFERENCES

We expanded our portfolio to improve accessibility, convenience & variety.



KEY

INNOVATIONS

5.8 READY TO DRINK (RTD) EXPANSION

We launched our first ever Gin RTD in 3 flavours:

Spiced Orange.
Classic.
Very Berry.

CIDER PORTFOLIO EXPANSION

KO Dry Cider (can & bottle formats).

CANNED COCKTAIL RANGE

A collaboration with 3 Kenyan Mixologists under a KSH 5 per can revenue share model with 3 flavours:

Lemon Cello.
Mukhombero.
Mocha Toffy.

MARKET ACTIVATION: KO FIGHT NIGHTS

We've held 4 MMA fight nights in collaboration with Anza MMA, Kenya's first MMA International Club.

IMPACT

- Strengthened engagement with younger consumer segments.
- Positioned brand within emerging cultural spaces.
- Increased product accessibility and relevance.
- Collaborations that matter : KO Canned Cocktail Collaboration supporting local mixologists.

INDUSTRY ENGAGEMENT

We actively contribute to industry development through partnerships, institutional engagement, events, and knowledge sharing, positioning African Originals as a collaborative and purpose-driven industry participant.



KEY ENGAGEMENTS

B LAB AFRICA ECOSYSTEM

- Hosted the B Lab Social Connect Event.
- Facilitated collaboration among purpose-led businesses across Kenya.

KENYA ASSOCIATION OF MANUFACTURERS (KAM)

- Participated in KAM engagements and industry visits, providing visibility into our operations and sustainability practices.
- Hosted KAM delegations at our production facility, enabling dialogue on:

- **Manufacturing challenges.**
- **Regulatory environment.**
- **Industry growth opportunities.**



WOMEN IN MANUFACTURING (WIM) INITIATIVE

- Participated in the WIM Fireside Chat Series.
- Featured our Founder & Former CEO (now Chairman) Alexandra Chappatte, sharing insights on:

- **Leadership.**
- **Resilience.**
- **Women's participation in manufacturing.**

- This positions African Originals as an advocate for:

- **Gender inclusion.**
- **Leadership development.**
- **Industry transformation.**

IMPACT

Through these engagements, we:

- Strengthened relationships with industry bodies and regulators.
- Contributed to policy and ecosystem conversations.
- Increased visibility of sustainable manufacturing practices.
- Reinforced our role as a collaborative industry participant.

SITE TOURS & TRANSPARENCY

2025
56 SITE TOURS
679 Visitors.

AS OF JULY
2026
17 SITE TOURS
126 Visitors.

These tours:

- **Promote operational transparency.**
- **Provide real-time insight into sustainable production.**
- **Strengthen stakeholder trust.**

PRODUCT EXCELLENCE
& AWARDS

PRODUCT

RECOGNITION

Our products received multiple international and local recognitions, reinforcing our commitment to quality, craftsmanship & innovation.

GLOBAL

RECOGNITION

ASIA SPIRITS RATINGS

Spirit of the Year.

Gin of the Year.

Best Spirit by Quality.

Gold Medal (96 points).

THE GIN GUIDE AWARDS

Finalist – Contemporary Gin.

INTERNATIONAL WINE & SPIRIT COMPETITION

Bronze Medal (86 points).

THESE RECOGNITIONS:

- Validate product quality & consistency.
- Position our portfolio competitively in both local & international markets.
- Strengthen credibility with consumers, distributors & partners.



LOCAL RECOGNITION

KENYA BEVERAGE EXCELLENCE AWARDS

Multiple category wins across cider, tea & spirits.

FMCG AWARDS 2025

Beverage of the Year.

EMPLOVEE WELLNESS & CULTURE

WE INVEST IN HOLISTIC EMPLOYEE WELL-BEING THROUGH:

- Financial literacy programs e.g. Stima Sacco, Industry Night.
- Structured recognition initiatives.
- Physical wellness activities.

PROGRAMS SUCH AS:

- Employee of the Month.
- Choma Chats (quarterly).
- Sports participation & wellness initiatives.





IMPACT

- Improved employee morale.
- Stronger team cohesion.
- Increased engagement and belonging.



LEADERSHIP
UPDATE

In 2025, our Founder Alexandra Chappatte transitioned to Board Chairman, and Gavin Brown was appointed CEO. This leadership evolution positions the company for its next phase of growth while strengthening governance structures.




A
O



AFRICAN ORIGINALS

www.africanoriginals.com