

BRITAM HOLDINGS PLC

The Capital Markets Act, Chapter 485A of the Laws of Kenya

ESTABLISHMENT OF THE BRITAM YOUTH ADVISORY COUNCIL

Britam Holdings Plc is pleased to announce the establishment of the **Britam Youth Advisory Council**, a platform designed to provide structured youth insights to inform product development, customer experience, brand engagement and financial inclusion initiatives.

The initiative underscores Britam's commitment to integrating youth perspectives into its strategy and operations. The establishment of the Council affirms Britam's commitment to customer-centric innovation, sustainability and long-term value creation for young people, who represent a significant and growing segment of Britam's current and future customer base, workforce and distribution ecosystem and will strengthen Britam's relevance and impact among young people across.

The **Britam Youth Advisory Council** will comprise of young persons of between 24 years and 37 years of age from all markets where the Group operates, including Kenya, Uganda, Tanzania, Rwanda, South Sudan, Mozambique and Malawi.

The Board of Directors of Britam Holdings Plc is therefore pleased to announce the appointment of the following members to the inaugural **Britam Youth Advisory Council**, with effect from 20th July 2026.



Loraine Achar-Ogada

Loraine Achar-Ogada is an investment and finance professional with more than ten years of experience in transactional banking, investment banking, including corporate finance and debt capital markets, venture capital and private equity investment. She holds a Master of Science in Finance and Investment from the University of Edinburgh and a Bachelor of Science in Actuarial Science and Mathematics from the University of Manchester. Loraine is passionate about financial inclusion, digital transformation and customer-centric innovation.



Brian Abel

Brian Abel is a digital transformation and growth strategist with extensive experience leading digital growth, partnerships and market expansion across Africa. He holds a Master's degree in Digital Transformation from University of Hull and brings expertise in innovation, technology and customer engagement. He is passionate about leveraging digital solutions to create meaningful impact for young consumers.



Matu Kihato

Matu Kihato is an entrepreneur, business executive and founder of Providence Africa Group. He has extensive experience building and leading businesses across multiple sectors in Africa. He holds a Bachelor of Science in International Business Administration from United States International University. Matu is passionate about empowering individuals and organizations to achieve lasting impact and mentoring young leaders.



Nakintu Pamela Mwanje

Nakintu Pamela Mwanje is a strategic communications, branding and marketing professional with experience in media, education and financial services. She holds a Bachelor of International Business Administration from United States International University and is passionate about youth engagement and financial literacy. Pamela is currently a Brand Manager at Next Media in Kampala, Uganda.



Ruth Tengecha

Ruth Tengecha is a hospitality and tourism professional with experience in customer experience, digital marketing and community engagement. She is a co-founder of The Richanna Collective Limited, a mental health organization focused on awareness and support. She holds a Bachelor of Arts in Tourism Management from Strathmore University and is committed to youth empowerment, innovation and mental wellness through impactful leadership initiatives.



Marcel Awori

Marcel Awori brings experience in business growth, partnerships and brand presence across African sport and business. He is currently the Chief of Staff at Nairobi City Thunder, where he leads strategic initiatives across partnerships, operations and community engagement, with a focus on mobility and youth development. Marcel holds a Bachelor of Science in Behavior and Health with a minor in Innovation and Entrepreneurship from Boston University and is passionate about innovation, entrepreneurship and empowering young people.



Francis Ngumbi

Francis Ngumbi is a finance and strategy leader with extensive experience in the FMCG, retail, automotive, technology and manufacturing sectors. He holds a Master of Commerce from Strathmore Business School and a Bachelor of Commerce from Kenyatta University. Francis was named a Top 40 Under 40 honoree in 2024.



Mantui Turgo

Mantui Turgo is a sustainability and stakeholder engagement specialist with expertise in sustainable finance, programme development, and digital inclusion. She has experience in building strategic partnerships, conducting impact assessments, and leading cross-functional teams to achieve organizational goals. Mantui holds a Bachelor of Commerce degree from Strathmore University.

By Order of the Board

Ms. Hilda Njeru
Company Secretary

7th August 2026

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