

EQUITY GROUP HOLDINGS PLC 22<sup>ND</sup> ANNUAL GENERAL MEETING

**SHAREHOLDERS'  
QUESTIONS AND ANSWERS**



NO.	Questions	Answers
<b>DIVIDENDS</b>		
1.!	As capital levels continue to strengthen, should shareholders expect a higher dividend payout in the coming years?	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We, however, expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
2.	When is the dividend being paid out	The Board has recommended a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
3.	Special dividend?	No special dividend has been proposed. The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
4.	When will dividends be paid out?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
5.	How shall shareholders who don't have equity bank accounts receive dividends	Thank you for your query. Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 to provide the alternative bank account to be used.
6.	Where will the meeting be held	Please note that the 22 <sup>nd</sup> AGM for EGH PLC shall be held electronically on 24 <sup>th</sup> June 2026 at 9.00am. Shareholders who register will receive the link and instructions on how to participate virtually.
7.	How do I get my dividends, I am a new member. Is it sent through Mpesa.	Thank you for your query. Dividends are paid via the payment mode indicated in your CDS account. Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 to get guidance on your current payment mode.
8.	How much is the dividends for each share?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the

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		upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
9.	What's the mode of payment of dividends? because have seen many stakeholders complaining about the mode of payment.	Payment is made to the account provided in your CDS record. Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 should you wish to change or confirm your payment details.
10.	How do you encourage a small investor, in long-term investing rather than short term in terms of profit?	As an investor in Equity Group, your returns come from two sources: the dividends we pay annually, and the appreciation in share value as the Group grows. Short-term trading mainly captures price movements whereas long-term investing allows investors to benefit from both dividends and share price appreciation. Our historically consistent dividend payout and the sustained share price appreciation have rewarded long-term investors given the duality of the income.
11.	Is there a plan for paying out higher dividends?	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We, however, expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
12.	As these new insurance lines are funded through retained earnings, what impact does the Board anticipate on the Group's dividend policy for the 2026 financial year and beyond?	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We, however, expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>

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13.	I have never received any gift/merchandise from Equity for being a shareholder. I will be glad. Thanks.	Thank you for your feedback and for investing in Equity Group Holdings Plc. The Group appreciates your support and continues to look into ways to further strengthen shareholder engagement and experience. Kindly visit your nearest branch to get more details on how you can receive your merchandise.
14.	How do I check dividend and when are we receiving it?	You can confirm your dividend entitlement through our Shares Registrar via email on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or call +254 763026842. If approved at the AGM, the proposed dividend of Ksh 5.75 per share is expected to be paid on or about 30 June 2026 to shareholders on the register at the close of business on 22 May 2026.
15.	Can one get their dividends via Mpesa?	Thank you for your query. Dividends are paid via the payment mode indicated in your CDS account. Please contact our Shares Registrar via email on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 to get guidance on your current payment mode.
16.	When will the dividend be disbursed?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
17.	What is the long-term strategic plan for improving the share price and driving sustainable growth?	Management remains focused on managing and growing the business and its fundamentals which will translate into shareholder value. Key focus areas include: (i) growing high quality earnings including increasing the proportion of non-funded income; (ii) disciplined capital allocation; (iii) diversifying and ensuring resilience; (iv) driving competitive advantages / moats; and (v) ensuring skills and processes that will ensure the business performs through business cycles. Management expects the sustained focus on business fundamentals including expansion and diversification strategy will in the long-term result in a re-rating of the stock.
18.	Can we have a 0.1 dividend increase for the financial year based on performance?	<p>The Board has recommended a first and final dividend of Ksh. 5.75 per share for the financial year ended 31<sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30<sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22<sup>nd</sup> May 2026.</p> <p>In arriving at the dividend payout, the Board of Directors was guided by the Group's dividend policy and therefore balanced the capital needs of the business and shareholder returns. We, however, expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
19.	How are dividends issued and when?	Thank you for your query. Dividends are paid via the payment details linked to your CDS account. If approved at the AGM, the proposed dividend is expected to be paid on or about 30 June 2026 to shareholders on the register as at 22 May 2026.

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		Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 for further guidance.
20.	How do I get the dividends and for how long after equity announcement is done by Equity?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register at the close of business on 22 <sup>nd</sup> May 2026.
21.	How will I receive my dividends, through M-Pesa or a bank account? And where can I check that I have received them?	Dividend payment is made to the payment details linked to your CDS account. Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 for further guidance.
22.	When will the dividends for last financial year be paid? What is your form of communication?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026. Payment is made to the payment details linked to your CDS account. Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 for further guidance.
23.	How is dividend calculated?	<p>Dividend per share is determined by the total dividend approved for distribution divided by the number of eligible shares on the register.</p> <p>The Board applies the approved dividend policy of distributing 30%–50% of annual profits, taking into account profitability, capital needs and growth priorities.</p> <p>The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31<sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30<sup>th</sup> June 2026 to shareholders on the register at the close of business on 22<sup>nd</sup> May 2026.</p>
24.	It is not clear when the dividends are to be paid. Please clarify. Also, the board does not address all questions on the presentation. It is normally said that all questions will be addressed after the meeting. I asked questions and don't know where to get the answers. Please guide	<p>The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31<sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30<sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22<sup>nd</sup> May 2026.</p> <p>After the AGM, responses to all questions raised by shareholders are uploaded on the website. Answers to questions raised in past AGMs can also be found on our website.</p>
25.	Do all equity shares give dividends?	<p>Yes, all ordinary shares that are on the register by the book closure date qualify for the approved shares.</p> <p>The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31<sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30<sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22<sup>nd</sup> May 2026.</p>
26.	How are share prices determined?	Equity Group Holdings Plc is a publicly listed company, and its share price is therefore determined by prevailing market forces, including investor demand and supply, market sentiment, financial performance, and broader economic conditions.

NO.	Questions	Answers
27.	How do I reinvest dividend back before they are sent to my account and buy more shares?	There is currently no automatic dividend reinvestment before payment through the standard dividend process. Shareholders who wish to reinvest their dividends into additional shares should first receive the funds and then purchase shares through a licensed stockbroker or, where available, engage our Group's custody and investment services. For guidance, please contact <a href="mailto:custody@equitybank.co.ke">custody@equitybank.co.ke</a> .
28.	How do dividends affect the share price?	Shareholder value is created through future earnings growth and dividends. Key consideration for dividends (vs. Retaining capital) is how management retains capital for future earnings growth. When dividends are paid the share price is adjusted to reflect cash leaving the business. If dividends are lowered investors will need to assess capital allocation and potential for future earnings growth and consequently higher dividends in the future
29.	Is there dividend?	Yes, the Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
30.	On dividend payment, why not integrate and allow use of Mpesa? It's very cumbersome trying to fill forms or cash cheques...	Thank you for your inquiry. Your request has been noted. Kindly ensure that your M-Pesa details are updated and correctly reflected in your CDS account. You may also contact the Share Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 for further guidance on available payment options and assistance.
31.	What is the rate?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
32.	How does one qualify to have dividend?	A shareholder qualifies for dividends if their shares are on the register at the book closure date. For the 2025 proposed dividend, the relevant date was 22 May 2026.
33.	When should we expect dividends payments after the AGM?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
34.	Is it possible to receive my dividend via mpesa? I don't have an account with you	Thank you for your inquiry. Your request has been noted. Kindly ensure that your M-Pesa details are updated and correctly reflected in your CDS account. You may also contact the Share Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 for further guidance on available payment options and assistance.
35.	Why does Equity Bank pay dividends very late compared to other Institutions of a similar nature?	Dividend timing depends on the financial reporting cycle, Board recommendation, shareholder approval, and regulatory processes. For 2025, the proposed payment date is on or about 30 June 2026, which follows completion of the AGM approval process.
36.	Why didn't you give dividends last year?	Thank you for your question. The Company declared and paid the dividends that was approved by shareholders for the year in question. If you did not receive your dividend or would like to confirm your individual payment history, we encourage shareholders

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		to contact our Shares Registrar at <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842, who will be able to assist you after verifying your shareholder details.
37.	How does one get paid dividend?	Payment is made to the account provided on your CDS. Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 for guidance on your current dividend payment mode.
38.	When will you be giving out dividend and at what percentage?	The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31 <sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30 <sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22 <sup>nd</sup> May 2026.
39.	How much is the dividend this year and what is the PE ratio. What impact would the Southern Africa expansion have on the share value.	<p>The Board has proposed a first and final dividend of Ksh. 5.75 per share for the financial year ended 31<sup>st</sup> December 2025, to be paid, subject to shareholder approval at the upcoming AGM, on or about 30<sup>th</sup> June 2026 to shareholders on the register as at the close of business on 22<sup>nd</sup> May 2026.</p> <p>As at 31 December 2025, the Group's Price-to-Earnings ratio was 3.4x (market capitalization of KES 252 Billion divided by the net income of KES 75 Billion).</p> <p>Management expects the sustained focus on business fundamentals, including expansion and diversification strategy will in the long-term result in a re-rating of the stock.</p>
40.	We need more dividend because all meetings are online and we need to buy data bundles to watch and send our views.	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
41.	Are dividends paid for the total sum invested for those who invest in bits?	Yes. Dividends are paid to all shareholders on the register as at book closure date. The amount received is proportional to the total number of shares held.
42.	Is there an option of DRP - Dividend Reinvesting Plan that one can opt in. Instead of receiving the money, it automatically gets invested back by purchasing the shares.	Thank you for your question. Dividends approved by shareholders are paid in cash to eligible shareholders. Shareholders who may wish to explore options for reinvesting their dividends into additional shares may contact our custody team at

NO.	Questions	Answers
		<a href="mailto:custody@equitybank.co.ke">custody@equitybank.co.ke</a> for guidance on the custody and investment services available.
43.	With the good financial profits of the bank and with the upward thinking in terms of market expansion across the region and the continent and with the admiration to be listed as an international security, do we see an increment in the dividend per share soon?	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
44.	<p>If I bought a share at 44 Kenyan shillings, then within the same month, the share sells at 62 Kenyan shillings, does the interest also increase in the share that I bought?</p> <p>How do I calculate the interest for a share per month per year?</p> <p>If for example I buy 100/- shares and I don't buy again, does it increase annually through interests and profits made by the bank?</p>	Please contact our custody team on <a href="mailto:custody@equitybank.co.ke">custody@equitybank.co.ke</a>
45.	Am I qualified to get dividend even if am just a beginner?	Yes. All shareholders whose names appear in the Company's shares register as at book closure date (22 <sup>nd</sup> May 2026) are entitled to receive dividend that has been declared and approved, regardless of the size of the shareholding or how long they have been investing.
46.	How does election affect stocks	Businesses are impacted by external / macro considerations including elections as governments have influence on operating environment.
47.	Do we expect the prices of equity to increase or decrease?	<p>Share prices are determined by market forces and can be influenced by a range of factors, including the Company's financial performance, growth prospects, economic conditions, investor sentiment, and broader market dynamics. As such, the Company cannot predict or guarantee future share price movements.</p> <p>That said, Management remains focused on executing the Group's strategy and expects the underlying fundamentals of the business to continue strengthening over time, with the objective of creating sustainable long-term value for shareholders.</p>
48.	Where is the current dividend payment done and can it be done to the CDS account instead?	Dividend payment is made to the payment details linked to your CDS account. Please contact our Shares Registrar on <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763026842 for further guidance.

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49.	As a first-time investor, what should I expect and how much shares should I have to start earning dividends?	All dividends declared and approved by shareholders are paid in accordance with the Company's dividend payment process. Should any shareholder have concerns or be uncertain about the status of their individual dividend payments, they are encouraged to contact the Registrars for verification and assistance. Our contacts details are: <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763 026 842.																		
50.	Do you have staff members/employees who follow up or give advice to your investors?	Equity Investment Bank has Wealth Specialists with global experience providing free advisory on investment, wealth management and estate planning. Reach out to any of our Wealth Specialist via <a href="mailto:info@equityinvestmentbank.co.ke">info@equityinvestmentbank.co.ke</a> or +254 763 056 508																		
51.	How can I reinvest the dividends and when are they remitted?	We recommend getting in touch with our Equity Wealth Specialists via <a href="mailto:info@equityinvestmentbank.co.ke">info@equityinvestmentbank.co.ke</a> or +254 763 056 508. They will provide advisory on the reinvestment strategy aligned to your personal goals.																		
52.	Have all my previous dividends been paid?	All dividends declared and approved by shareholders are paid in accordance with the Company's dividend payment process. Should any shareholder have concerns or be uncertain about the status of their individual dividend payments, they are encouraged to contact the Registrars for verification and assistance. Our contacts details are: <a href="mailto:sharesregistry@equitybank.co.ke">sharesregistry@equitybank.co.ke</a> or +254 763 026 842.																		
53.	How were the dividends arrived at this year?	The Board applies the approved dividend policy of distributing 30%–50% of annual profits, taking into account profitability, capital needs and growth priorities.																		
54.	If I bought shares this year, am I qualified for dividend this financial year	Yes. All shareholders whose names appear in the Company's shares register as at book closure date (22 <sup>nd</sup> May 2026) are entitled to receive dividend that has been declared and approved, regardless of the size of the shareholding or how long they have been investing.																		
55.	What is the dividend trend for the last 5 years?	<table border="1" data-bbox="982 906 1990 1052"> <thead> <tr> <th></th> <th>2021</th> <th>2022</th> <th>2023</th> <th>2024</th> <th>2025</th> </tr> </thead> <tbody> <tr> <td>Dividends paid by EGH to its shareholders (Kshs.)</td> <td>-</td> <td>11.3 Bn</td> <td>15.1 Bn</td> <td>16.0 Bn</td> <td>21.7 Bn</td> </tr> <tr> <td>Dividend Per Share (Kshs.)</td> <td>-</td> <td>4.00</td> <td>4.00</td> <td>4.25</td> <td>5.75</td> </tr> </tbody> </table>		2021	2022	2023	2024	2025	Dividends paid by EGH to its shareholders (Kshs.)	-	11.3 Bn	15.1 Bn	16.0 Bn	21.7 Bn	Dividend Per Share (Kshs.)	-	4.00	4.00	4.25	5.75
	2021	2022	2023	2024	2025															
Dividends paid by EGH to its shareholders (Kshs.)	-	11.3 Bn	15.1 Bn	16.0 Bn	21.7 Bn															
Dividend Per Share (Kshs.)	-	4.00	4.00	4.25	5.75															
56.	How are they allocated?	The Board applies the approved dividend policy of distributing 30%–50% of annual profits, taking into account profitability, capital needs and growth priorities. Dividend per share is determined by the total dividend approved for distribution divided by the number of eligible shares.																		
57.	While the proposed KES 5.75 dividend is an impressive 35% increase from last year, the bank is retaining KES 278.5 billion to fund expansion plans. As a retail shareholder, can management assure us that this massive capital retention will protect or steadily increase our future annual dividend payouts, rather than diluting our returns to fund long-term projects?	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only</p>																		

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		<p>supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
58.	<p>Management has stated that the record KES 278.5 billion in retained earnings will fund expansion into seven new countries by 2030, including Ethiopia and Angola. While the KES 5.75 dividend is highly appreciated, can the Board explain how they plan to protect shareholders from initial losses and high entry costs typically associated with entering highly regulated, un-penetrated banking markets like Ethiopia?</p>	<p>The African Recovery and Resilience Plan (ARRP) lays out the strategy to position the Group as a tech-led financial services institution that drives economic transformation across the continent. Underpinning this is our ambition to serve 100 million customers across 15 countries by 2030. Market entry decisions are guided by clear criteria, including strategic fit, scale, growth potential, macro factors and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage, and updates shared in line with our disclosure obligations.</p>
59.	<p>How was this year's dividend determined? Does the board expect to maintain or increase dividends over the next few years?</p>	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
60.	<p>Can I get dividends for shares if I have bought them via a broker and not at the bank?</p>	<p>Yes. Dividends are paid to shareholders whose names appear on the Company's register of members as of the declared record date (book closure), regardless of whether the shares were purchased through a stockbroker or any other licensed trading platform. Shareholders who have questions regarding their individual holdings or dividend entitlement are encouraged to contact the Registrars for assistance.</p>
61.	<p>what is the company's long term dividend policy, and how does the board balance paying dividends to shareholders versus retaining earnings for future growth</p>	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p>

NO.	Questions	Answers
		<p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
62.	Why are we being paid the least dividend despite the profit made?	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
63.	Why is Equity Bank, the Market leader in the region, lagging behind in not paying interim Dividend, compared to it's peers in the Industry?	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p>

NO.	Questions	Answers
		<p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
64.	What percentage of the total investment is given as dividends?	<p>The Board applies the approved dividend policy of distributing 30%–50% of annual profits, taking into account profitability, capital needs and growth priorities.</p>
65.	What's the current number of shareholders	<p>As a listed entity, the Company continues to enjoy a broad and diverse shareholder base of 35,740 shareholders, including both retail and institutional investors from local and international markets. This reflects continued confidence in the Group's strategy, performance, and long-term prospects.</p> <p>As is the case with all listed companies, the exact number of shareholders changes over time as shares are traded. Nonetheless, the Company remains widely held and continues to benefit from strong investor participation and support. Further details on the composition of our shareholder base are available in the Integrated Annual Report.</p>
66.	Can the statements be sent every so often for account holders to keep abreast with what is going on?	<p>Shareholders with CDS accounts are advised to contact their stockbroker in order to get their Statements.</p>
67.	Given our historically strong capital buffers (Total Capital Ratio at 20.5%, well above the 14.5% regulatory minimum) and record-breaking profits, why is the Board continuing to stick to the absolute lower limit (30%) of our dividend payout policy instead of rewarding shareholders closer to the 40-50% range?"	<p>The Group has a Board approved dividend policy which provides that the company should pay out to shareholders between 30 - 50% of the annual profits.</p> <p>This policy reflects the Group's positioning as a rapidly growing company operating in a high-growth region, where strong returns and sustained expansion require significant capital investment. Accordingly, a substantial portion of earnings is retained to fund growth through internally generated resources. This retention strategy not only supports expansion but also contributes to the appreciation of shareholder value over time.</p> <p>Given the capital demands of our growth phase and the need to maintain a strong balance sheet capable of absorbing potential shocks, the Group will, in the medium term, pay out at the lower end of the 30 - 50% range. We however expect the absolute dividend per share to grow in line with earnings growth as has been the case historically.</p>
<b>EXPANSION INTO OTHER REGIONS</b>		
68.	When is the likely timeline for entry into Angola market?	<p>Market entry decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would</p>

NO.	Questions	Answers
		proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage, and updates shared in line with our disclosure obligations.
69.	What are the company's future prospects and growth expectations over the next 10 years?	Key focus areas include: (i) growing high quality earnings including increasing the proportion of non-funded income; (ii) disciplined capital allocation as we diversify and scale up business lines; (iii) driving competitive advantages / moats especially as we fortify our Tri Engine Model and drive a technology-led business; and (iv) ensuring skills and processes that will ensure the business performs through business cycles.
70.	What is the company's short to mid-term expansion strategy in the region. How much capex and where will it be directed in the same period.	Market entry decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage, and updates shared in line with our disclosure obligations.
71.	In an interview with NSE, Dr James Mwangi noted that Equity will be expanding into retail pharmacies. This is a solid idea I do not see it's mention in the meeting's agenda I trust that this initiative is still on. As an Equity shareholder and a pharmacist by profession with experience, I wish to be looped in so that I can participate in this expansion. Kindly reach out on 0791 740848	<p>Thank you for your interest. Equity Group Foundation, through Equity Afya, has recently initiated the Equity Pharmacy initiative, with the inaugural pharmacy - now operational at Britam Towers, Upperhill Nairobi - currently serving as proof of concept. This phase is intended to provide key operational learnings and insights that will support the future scale-up of the model through a franchise approach, similar to the successful Equity Afya Medical Centers network.</p> <p>We truly appreciate your interest and would be delighted to explore opportunities for collaboration once the model has been further refined through these learnings and is ready for broader implementation.</p>
72.	When is Equity Bank going to be fully operational in Ethiopia as a bank stationed there but not through an agency?	<p>Ethiopia is Africa's 2nd most populous country with →130m people, a young population with a median age of ~19 years, historically low internet, mobile subscription and financial inclusion rates.</p> <p>Equity Group sees Ethiopia as an attractive and a high potential market. Internally, our market entry decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage.</p>
73.	Despite the Ethiopian market holding a population of around 130 million people, does it hold a good prospect of future growth? How many customers do you target to capture in this huge market?	<p>Ethiopia is Africa's 2nd most populous country with →130m people, a young population with a median age of ~19 years, historically low internet, mobile subscription and financial inclusion rates.</p> <p>Equity Group sees Ethiopia as an attractive and highly potential market. Internally, our market entry decisions are guided by clear criteria, including strategic fit, scale, growth</p>

NO.	Questions	Answers
		potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage.
74.	I guess Southern Sudan is not doing well. What are the future plans for this market considering that most of the other newly established markets like DRC, Tanzania, Rwanda and Uganda are picking up and doing very well?	South Sudan remains an important market within the Group's regional footprint. The business continues to focus on serving corporate, humanitarian, development and NGO sectors while maintaining appropriate risk management practices. The Group remains committed to supporting economic activity in the market while pursuing sustainable and prudent growth opportunities.
75.	I guess there were plans to enter Qatar [Middle East]. What is the progressive report?	The Group's current initiative is the establishment of a representative office in the United Arab Emirates (UAE), which is progressing through the relevant regulatory approval processes. The UAE office is intended to strengthen trade, investment and diaspora linkages between Africa and the Middle East.
76	Does the company have any intention of having branches in Europe, America or Asia in the near future?	Market entry decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage.
77.	How far with the Ethiopian market expansion?	<p>Ethiopia is Africa's 2<sup>nd</sup> most populous country with →130m people, a young population with a median age of ~19 years, historically low internet, mobile subscription and financial inclusion rates.</p> <p>Equity Group sees Ethiopia as an attractive and a high potential market. Internally, our market entry decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage.</p>
78.	Please tell us which is the next country where Equity will go.	Market entry decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage, and updates shared in line with our disclosure obligations.
<b>DEMOCRATIC REPUBLIC OF CONGO (DRC)</b>		
79.	With the DRC and Kenyan regulatory environments evolving, what specific 'Plan B' does the Board have in place if operational licenses or regulatory approvals for the insurance subsidiaries face significant delays?	As part of the Governance process guiding strategic expansion such as this, regulatory considerations and approvals to operationalize form part of Board review. The Board is committed to working through the regulatory approval process as efficiently as possible and ensuring compliance

NO.	Questions	Answers
	Does management expect the suggested incorporated Insurance companies to contribute meaningfully to earnings in the next 3 to 5 years, or are they viewed as long-term strategic investments?	The proposed incorporation of the new businesses is targeted towards diversification and delivering sustainable value to the shareholder. The Board ensures that the overarching consideration in investment decisions is maximizing long-term shareholder value
80.	The DRC proposals require USD 25.4 million in fresh capital from retained earnings, what is the projected break-even timeline and expected ROE for both the life and general insurance subsidiaries in the DRC, and how does this compare to returns from deploying that capital into existing higher-growth geographies?	Geographical expansion and business line diversification decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage, and updates shared in line with our disclosure obligations. The Board in making its expansion and diversification decisions, considers competing capital requirements and ensures that the overarching consideration is maximizing long-term shareholder value.
<b>INTERNAL CONTROLS AND FRAUDS</b>		
81.	What is your evidence that the corrective measures you took after the last major reported fraud have worked?	The value of fraud risk has materially been reduced in the subsequent year. This is reflected in lower operational losses recorded on our financial report In addition to enhanced detection of fraud, there has been no reoccurrence of significant fraud incidents in the subject business and operational areas.
<b>AUDITED FINANCIAL STATEMENTS</b>		
82.	What are the top 3 factors that led to increase in net revenue?	Total income grew 12% driven by a combination of both growth in net interest income (17%) as well as non-funded income (7%). Growth in income reflected a combination of the strategic business transformation the group is undergoing as well as the continued diversification of the group. Both led to increased transaction and intermediation activity with our customers as well as expansion in the support we provide to customers in the form of loans disbursed, leading to the strong double digit income growth.
83.	What's the profit made and what's the plan to make more profits?	Equity Group Holdings Plc announced record FY2025 results in Kenya's corporate history, posting a 55% increase in Profit After Tax of KSh75.5 billion, up from KSh48.8 billion in 2024. The performance reflects the Group's successful business transformation, diversified revenue growth, enhanced efficiency, and robust regional contribution  Key focus areas include: (i) growing high quality earnings including increasing the proportion of non-funded income; (ii) disciplined capital allocation as we diversify and scale up business lines; (iii) driving competitive advantages / moats especially as we fortify our Tri Engine Model and drive a technology-led business; and (iv) ensuring skills and processes that will ensure the business performs through business cycles.
84.	Given the positive EBIDTA growth, what top 3 practical strategies will be deployed in financial year 2026 in order to sustain the EBIDTA growth momentum?	The Group's PBT grew 52% while the PAT grew by 55% during the same period on the back of a successful strategic business transformation, diversified revenue growth, enhanced efficiency and robust contribution from our regional business. We will continue to be a trusted partner to our members as they pursue their dreams and

NO.	Questions	Answers
		ambitions. In doing this, we will look to continue to deepen our income streams, improve efficiency across the entire group while we continue to grow and strengthen the quality of our balance sheet. We believe doing this supported with the transformation we are already executing will lead to an even stronger performance in 2026.
85.	What are the top 2 factors that led to ROE growth?	The Group's RoE grew from 21.5% in 2024 to 26.7% in 2025 on the back of an increase in our diversified revenue growth (12% up) as well as significant improvement in our efficiency as reflected in the cost to income ratio which improved to 51% from 58% in the prior period. This was further supported by improving balance sheet quality.
86.	Regarding the capital injection into the DRC insurance subsidiaries, what are the Board's specific expectations for the Return on Equity of these units in the first three years, considering the competitive landscape and the costs of greenfield development?	<p>Geographical expansion and business line diversification decisions are guided by clear criteria, including strategic fit, scale, growth potential, and the ability to deliver sustainable shareholder value. Any entry would proceed through the Group's established governance process, with the necessary regulatory and shareholder approvals obtained at the appropriate stage, and updates shared in line with our disclosure obligations.</p> <p>The Board in making its expansion and diversification decisions, considers competing capital requirements and ensures that the overarching consideration is maximizing long-term shareholder value.</p>
87.	How do you calculate the book value per share of the company?	Assuming this is based on the net book value/ net asset value then, this would be the shareholders fund divided by the number of shares in issue.
88.	How is the company performance so far?	Assuming the performance in question is 2026 as opposed to 2025, I would refer to the Q1 2026 results that we released in May for further details. However, these results show the Group performing very well with PAT growing 24% from PY to Kshs 19.1 bn and the balance sheet expanding 16% to Kshs 2.04 tn supported by a 13% growth in deposits and a 9% growth in loans.
89.	What led to cash and cash equivalents increasing by 56 percent?	Cash and cash equivalent rose 13% from Kshs 344.6bn in 2024 to Kshs 389.4bn in 2025 mainly driven by the growth in customer deposits and improved performance across the Group.
90.	Gross Non-Performing Loans (NPLs) impressively fell by 9.75% to KES 110.1 billion. However, with regional banking subsidiaries now contributing 53% of net income, which regional markets still pose the highest credit risk, and what sectors are driving the residual bad loans?	Improvement in the NPL ratio was evident across all subsidiaries except EBSSL, reflecting better underwriting, tighter monitoring, and intensified recoveries, along with some write-offs. Regional subsidiaries delivered robust loan growth of 19% (61%, 22% and 17% for EBTL, EBRL and EBCDC respectively) while keeping NPLs under control, demonstrating the risk reduction benefits of regional diversification. EBCDC (35% of Group loans) had gross NPLs of KES 19 billion and NPL ratio of 5.7%. The other regional subsidiaries together represented a modest 18% of the Group portfolio, with

NO.	Questions	Answers
		elevated NPL ratios for EBSSL at 8.4% and EBUL at 7.2% and low NPL ratios for EBTL and EBRL (1.1% and 3.1% respectively). Residual NPLs are concentrated in the trade, tourism/hotels, manufacturing and households/consumer sectors. Workout and debt collection efforts are ongoing. Sectoral NPLs are elevated for the building and construction sector owing to delayed payments to contractors, however the exposures continue to reduce. Overall, the NPL portfolio is well secured and has adequate provisions.
<b>BONUS SHARES</b>		
91.	Does the company have any plans for a rights / bonus shares issue in the foreseeable future?	The Board continuously evaluates the most appropriate capital structure to support the Group's growth ambitions. Any such decision would be driven by the scale and nature of opportunities that arise, and the Board would act in the best interests of shareholders at the time.
92.	Would you consider issuing bonus shares as opposed to dividends?	The Board continuously evaluates the most appropriate capital structure to support the Group's growth ambitions. Any such decision would be driven by the scale and nature of opportunities that arise, and the Board would act in the best interests of shareholders at the time.
93.	Is the company paying dividends with bonus?	The Board continuously evaluates the most appropriate capital structure to support the Group's growth ambitions. Any such decision would be driven by the scale and nature of opportunities that arise, and the Board would act in the best interests of shareholders at the time.
<b>CONSTITUTION OF THE MEETING</b>		
94.	When are you starting hybrid AGM meetings? Will you give us data bundles for virtual AGM meeting for 24/06/2026?	<p>The 22<sup>nd</sup> AGM of Equity Group Holdings Plc will be conducted electronically, and all eligible shareholders will receive the necessary details and link to participate in the meeting. The virtual format is intended to facilitate broad shareholder participation regardless of location.</p> <p>At present, the Company has not made provision for the issuance of data bundles to shareholders attending the AGM. Any future changes to the AGM format, including the consideration of hybrid meetings, will be communicated to shareholders through the appropriate channels.</p>
95.	How will I be able to join the meeting	The AGM will be streamed live via a link which will be provided to all Shareholders and proxies who will have registered to participate in the AGM. Shareholders should register for the AGM by dialing *760# on their Equitel mobile telephone lines or *483*190# on their Safaricom, Airtel or Telkom mobile telephone lines; and following the prompts or sending an email request to be registered to <a href="mailto:EquityAGM@image.co.ke">EquityAGM@image.co.ke</a>

NO.	Questions	Answers
		or <a href="mailto:EGHAGM2026@equitygroupholdings.com">EGHAGM2026@equitygroupholdings.com</a> . Shareholders with email addresses will receive a registration link via email which they can use to register.
96.	You have stayed for long without physical meeting, kindly plan for one next.	<p>Thank you for your feedback. The 22nd AGM of Equity Group Holdings Plc will be conducted electronically, and all eligible shareholders will receive the necessary details and link to participate in the meeting. The virtual format is intended to facilitate broad shareholder participation regardless of location.</p> <p>The Company remains committed to maintaining shareholder engagement and will continue to adopt meeting formats that are considered appropriate and practical in the circumstances. Shareholders will be duly advised should there be any change in this regard.</p>
		<b>ELECTION</b>
97.	How often are they done!? Who is eligible!?	<p>Election of Directors is a standing agenda item at every Annual General Meeting.</p> <p>The Company's Articles of Association require that one-third of the Board (excluding executive directors) retire from the Board by rotation at every Annual General Meeting. The Articles also provide that those eligible to retire every year are those who have been longest in office since their last retirement or appointment.</p> <p>The Company's Articles of Association also require any candidates who have been appointed by the Board during the year to retire at the AGM immediately after their appointment and to stand for election by the Shareholders.</p> <p>In accordance with the Code of Corporate Governance Practices for Issuers of Securities to the Public, 2015, Directors who have attained the age of 70 offer themselves for re-election at every Annual General Meeting.</p>
98.	The Board currently has no director under 45 years old (I am barely 45 years) given that Equity's stated customer base is heavily youth-oriented and its fintech products target younger Africans, how does the Nominations Committee plan to introduce generational diversity at board level? The Board is seeking a special retention vote for Mrs. Farida Khambata who has passed age 70" what specific, ongoing value does she add that a younger director could not, and has the Nominations Committee conducted a formal succession review for her role? Of the twelve sitting directors, only two (CEO and Chairman) hold meaningful shares does the Board have a policy requiring non-executive directors to acquire a minimum shareholding, and if not, would it consider one to better align their interests with shareholders?	<p>Generational diversity: The Board recognizes the importance of diversity in its broadest sense, including generational diversity, and this is an area of focus of ongoing board composition and succession planning, led by the Governance, Nominations and Compensation Committee.</p> <p>In considering appointments and re-election of directors, the overriding objective is to ensure that the Board maintains an appropriate balance of skills, experience, independence and diversity to support the long-term interests of the Company and its shareholders.</p> <p>Retention vote for Ms. Farida Khambata: The Board considers that Mrs. Farida Khambata continues to bring significant value to the Group. She brings over 30 years of international experience in investment, risk management and emerging markets finance. These remain relevant to the Board's deliberations and oversight</p>

NO.	Questions	Answers
		<p>responsibilities, especially as the Group executes its ambitious strategy, expands into new markets and diversifies its portfolio.</p> <p>Her profile and qualifications have been provided to the shareholders for their information as they consider the proposed re-election which should be made based on merit and the Board's assessment of the contribution she continues to make.</p> <p>Directors' Shareholding the Company's Articles of Association do not prescribe any minimum share qualification for Board members. However, The Capital Markets (Public Offers, Listings and Disclosures) Regulations, 2023 ("the Regulations) requires that at least one third of the total number of Board members to be Independent Directors. The Regulations require that an Independent Director shall not hold any shares in the Company. In compliance with the regulations, five out of the nine Directors are Independent Directors.</p>
99.	Is this truly an election or just appointment? All five directors presented for approval by board members are either retired or reached age 70 years but offering themselves for re-election. Are there no other members who could present themselves for election?	<p>Agenda 2 (iv) of the AGM notice covers election of directors as required by the Company's Articles of Association and guided by the Code of Corporate Governance Practices for Issuers of Securities to the Public, 2015.</p> <p>The Articles of Association require that at every Annual General Meeting, one third of the Directors should retire by rotation.</p>
	How are the board members elected? How long do they hold office?	<p>Directors are appointed by the Board and must offer themselves for election by the Shareholders at the AGM immediately following their appointment. All appointments are subject to regulatory approval and the Board.</p> <p>Non-Executive Directors serve 3-year terms, renewable based on performance. Independent Non-Executive Directors serve up to 6 years (or 9 years for pre-2023 appointees), then may be re-designated as non-executive.</p> <p>More information on Board appointments is provided on Page 27 of the integrated report.</p>
	<b>OTHERS</b>	
100.	Everyone is talking about AI. How is Equity leveraging artificial intelligence to improve efficiency and reduce operating costs while maintaining customer experience?	Artificial Intelligence is an important enabler of Equity Group's strategy to enhance productivity, improve customer experience, strengthen risk management, and operate more efficiently.

NO.	Questions	Answers
		<p>Our approach is built on three principles.</p> <p>First, AI adoption is governed to ensure compliance with regulatory requirements, data privacy obligations, and internal risk controls. We view AI as a tool to augment our people rather than replace human judgement.</p> <p>Second, we are investing in workforce capability through structured AI training and enterprise AI tools. Through partnerships such as Huawei and lamtheCode, employees are being equipped with the skills needed to use AI responsibly and effectively across the Group.</p> <p>Third, we are deploying AI within secure enterprise environments to improve both employee productivity and customer experience. This includes exploring AI-assisted contact centre capabilities that help our teams respond faster, provide more consistent service, reduce wait times, and resolve customer queries more efficiently, while ensuring customers continue to have access to human support when needed.</p> <p>Our focus is simple: use AI to improve efficiency, reduce operating costs, and deliver better outcomes for our customers while maintaining the trust they place in us.</p>
101.	What policies has the company put in place regarding AI environment ?	<p>Equity has established an AI governance framework to ensure that Artificial Intelligence is used responsibly, securely, and in compliance with applicable laws and regulations.</p> <p>The framework is guided by several principles: responsible and ethical AI use, human oversight of material decisions, protection of customer and company data, strong cybersecurity controls, regulatory compliance, and ongoing monitoring of AI-related risks.</p> <p>In addition, employees receive guidance and training on the appropriate use of AI technologies, ensuring that innovation is balanced with accountability and customer trust.</p>
102.	What is the company's expansion/ diversification plan?	<p>Equity Group's growth strategy centers on deepening its presence across existing markets while selectively evaluating new opportunities across the region. Diversification spans both geography and business lines, with continued investment in technology, payments, and non-banking financial services alongside core banking. All expansion decisions are guided by strategic fit, scale, and the potential to deliver sustainable shareholder value, within the Group's established governance and regulatory framework.</p>

NO.	Questions	Answers
103.	Congratulations Equity Bank for the wonderful performance! What strategy will you put in place to ensure this performance is either sustained or even enhanced?	Key focus areas include: (i) growing high quality earnings including increasing the proportion of non-funded income; (ii) disciplined capital allocation as we diversify and scale up business lines; (iii) driving competitive advantages / moats especially as we fortify our Three Engine Model and drive a technology-led business; and (iv) ensuring skills and processes that will ensure the business performs through business cycles.
104.	Sitting allowance	Please clarify
105.	What are you doing to facilitate the online purchase and sell of share of international companies in other countries.	Equity Group Holdings Plc is listed on the Nairobi Securities Exchange, Rwanda Stock Exchange and Uganda Securities Exchange. Shareholders and investors can therefore buy and sell the Group's shares through licensed stockbrokers and approved trading platforms in those markets.
106.	How do you compete with other banks?	Our competitive advantage is anchored in our African Recovery and Resilience Plan (ARRP), a strategy that positions the Group as a tech-led financial services institution that drives economic transformation across the continent. Structured around six strategic pillars spanning food and agriculture, manufacturing and logistics, trade and investment, extractives, MSMEs, tech-led and social and environmental transformation, the ARRP provides a coherent blueprint for connecting African value chains to global markets at scale. Underpinning this is our ambition to serve 100 million customers across 15 countries by 2030, leveraging next-generation digital and AI-enabled capabilities to deepen financial inclusion and lower the cost to serve. In doing so, we are evolving beyond traditional banking into a Transformation Finance Institution that mobilizes private capital, connects ecosystems, and accelerates inclusive and sustainable prosperity across Africa.
107.	Can I as a CPA student meet the CEO, HR or manager and get a field trip to the Equity headquarters?	Thank you for your interest in engaging with Equity Group. We are encouraged by the enthusiasm of CPA students to gain practical exposure to the organization. While we do not facilitate individual ad hoc visits or meetings with senior leaders due to operational considerations, the Group regularly supports structured learning engagements through organized programs such as internships, attachments, and officially coordinated educational visits. Students are therefore encouraged to engage through their institutions or apply via our formal channels, where opportunities are periodically offered in a fair and transparent manner.
108.	How is the Group working on financing content creators especially to get filming equipment.	Creative economy is one of our fastest-growing and most underserved markets, talented young people earning real income, yet largely invisible to traditional banking because they lack the collateral and payslips the system was built around. Equity is changing that. Through our asset finance solutions, creators can already access financing for the tools their work depends on, cameras, filming gear, studio and editing equipment etc. But financing alone is not enough. We are building the wider ecosystem around it: financial literacy designed for irregular income, market access through our partnerships, and the structures that turn individual talent into sustainable, bankable businesses.

NO.	Questions	Answers
		We have begun this work on the ground, most recently creative master classes, engaging directly with creatives to design solutions around their real needs rather than our assumptions. As the sector grows, Equity intends to remain its most committed financial partner, not as corporate responsibility, but because Kenya's creative economy is one of the most compelling growth opportunities in our market today.
109.	I'm a FIFA/CAF/FKF licenced football coach with a CAF C Diploma Coaching badge and highly qualified to be part of Equity Football Club Technical Bench. Kindly consider me to be part of the coaching staff because I'm qualified and a shareholder and this will enable me work with more intent since I'll not just be a coach but a shareholder who cares for this company. Kindly I'm willing to share my coaching licenses to satisfy my request.	Thank you for your interest in contributing to Equity Football Club. We appreciate your qualifications and passion for the game, as well as your commitment as a shareholder. The Club engages coaching and technical staff through formal recruitment processes based on identified needs, team structure, and governance frameworks. You are encouraged to submit your profile and credentials through the appropriate official channels when such opportunities are advertised. This ensures a fair, transparent, and merit-based selection process for all applicants. We value your interest and wish you continued success in your coaching career.
110.	Can you please automate Equity brokerage services to move with current trends e.g Ziidi App	Equity has initiated a program to digitize how customers invest in shares, bonds and other product like Digital Money Market Fund.
111.	Vision of the company in the next 5 years?	Equity Group is driving social and economic transformation across Africa and sees a transformed east and central Africa. Equity Group expects to leverage off its private sector led development approach and differentiated Three Engine Model and ARRP to be an integrated financial services group with 100m customers and support 25m direct jobs being created by 2030 supported by its technology-led business. Key in achieving this is being a top 3 bank in each of its markets.
112.	I would like to be aware of the current directors	You can view the list of current directors by visiting the company website on <a href="http://equitygroupholdings.com/about-equity-group/">equitygroupholdings.com/about-equity-group/</a> leadership. The information is also available on pages 24 and 25 and on pages 255-278 of the Integrated Report.
113.	Have we considered getting into asset management services, or acquiring one?	Equity Group continuously evaluates opportunities to diversify its offering and asset management is a potential area of further business diversification that is under consideration
114.	For quite a while now Equity systems are usually slow on Fridays and sometimes Saturday, very clumsy on these days and many times forcing multiple similar transactions because of non-responsiveness especially on payment may be for services. Compared with other banks the system does a lot of disservice. You can consider slashing bonuses for management and directors, they are failing the client base.	<p>We acknowledge that some customers have experienced intermittent service disruptions during the year, and we sincerely regret any inconvenience this may have caused.</p> <p>As a Group, we recognize that reliable, secure, and seamless banking services are fundamental to maintaining the trust of our customers and shareholders. We continue to prioritize the resilience and stability of our technology platforms, and our teams are actively addressing identified issues while implementing enhancements to strengthen overall system performance.</p> <p>To support our long-term growth and service ambitions, we are making significant investments in technology infrastructure, digital capabilities, monitoring systems, cybersecurity, and operational resilience. These initiatives are designed to improve</p>

NO.	Questions	Answers
		<p>system availability, enhance customer experience, and ensure that our platforms can effectively support the evolving needs of our customers across the markets we serve.</p> <p>We value the feedback we receive from our customers and stakeholders, as it provides important insights that help us continuously improve our services. We remain committed to delivering a dependable, secure, and high-quality banking experience while maintaining the operational excellence expected by our shareholders.</p>
115.	<p>What are the board's top three priorities over the next 12-24 months to increase shareholder value, and how will shareholders measure whether those priorities have been successfully achieved?</p>	<p>Key focus areas include: (i) growing high quality earnings including increasing the proportion of non-funded income; (ii) disciplined capital allocation as we diversify and scale up business lines; (iii) driving competitive advantages / moats especially as we fortify our Tri Engine Model and drive a technology-led business; and (iv) ensuring skills and processes that will ensure the business performs through business cycles. Management expects the sustained focus on business fundamentals including expansion and diversification strategy will in the long-term result in a re-rating of the stock.</p>
116.	<p>With all types of scams happening within equity customers account holders, what is the approximate measures taken for customer to feel save and renew bad reputation going on in the social media?</p>	<p>Customer safety and trust remain our top priority, and we have implemented robust, multi-layered measures to address this.</p> <ul style="list-style-type: none"> <li>● Enhanced Detection and monitoring: Deployment of AI-driven enterprise grade monitoring systems to detect and block suspicious transactions in real time, alongside stronger authentication controls across all channels.</li> <li>● Customer Awareness: Intensified campaigns (e.g. Kaa Chonjo) to educate customers on fraud risks such as social engineering, smishing and SIM swaps, with clear guidance on safeguarding credentials.</li> <li>● Rapid Incident Response: Strengthened processes for immediate investigation, customer support, and collaboration with law enforcement to resolve and recover funds where possible.</li> <li>● Internal Controls: Enhanced internal governance, including decisive action on misconduct and tighter staff access controls to mitigate insider risks.</li> <li>● Industry Collaboration: Close engagement with financial industry, telecoms and other partners to address systemic fraud risks.</li> </ul>
117.	<p>Dr. Mwangi received total compensation of KES 275.7 million in 2025, including a KES 90.8 million bonus. Can the Board confirm what specific KPIs triggered that bonus, and whether they included technology revenue growth and customer outcomes alongside financial metrics? There are currently no share options or long-term incentive plans for executives. Does the Board intend to introduce equity-based compensation, which is standard practice for listed financial groups, to better align management with long-term shareholder value?</p>	<p>Thank you for the question.</p> <p>The CEO's remuneration, including variable pay, is determined through a Board approved performance assessment process that considers a balanced range of factors, including financial performance, strategic execution, customer and stakeholder outcomes, operational effectiveness, risk management, governance, and progress on key transformation initiatives.</p>

NO.	Questions	Answers
		The shareholders approved the establishment of Equity ESOP Scheme during the 19 <sup>th</sup> AGM held in June 2023 and approved the creation of 198,614,463 ordinary shares of Kshs. 0.5 each. The main aim was to align Management with the long-term shareholder value.