

Britam HY 2025 Results Presentation

29th August 2025
Britam Tower

Agenda



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Britam HY 2025 Results Presentation

Kuria Muchiru

Group Chairman
Britam Group



Britam HY 2025 Results Presentation

Tom Gitogo

Group MD and CEO
Britam Group



About Us



Our Purpose
Safeguarding Dreams
and Aspirations

01



Our Vision
To be the **leading**
diversified financial services
company in our chosen
markets across Africa

02



Our Mission
Providing you with financial
security **every step of the
way**

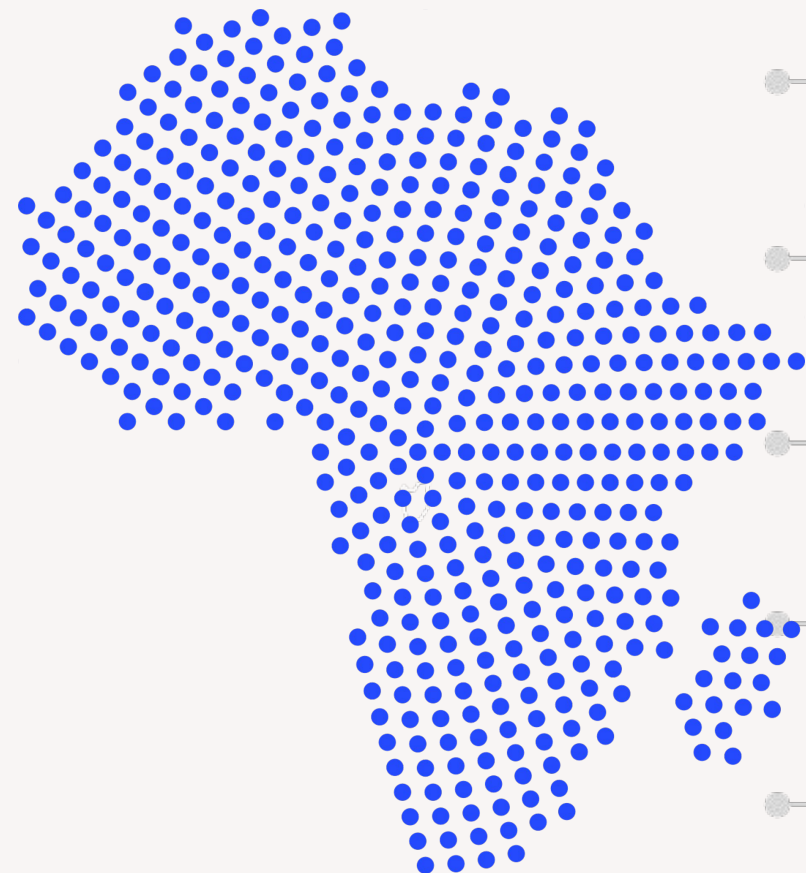
03











Our Values
Accountability, Trust, Agility,
Customer Centricity

04

Britam At a Glance



Country		Market Size (USD m)	Market Share	Market Ranking
 Kenya	Life	1 482	22%	1
 Kenya	GI	1 582	8.6%	2
 Uganda		267	8.4%	4
 Tanzania		374	3.9%	12
 Mozambique		244	4.7%	7
 Malawi		125	6.9%	2
 S. Sudan		52	35%	1
 Rwanda		162	4.1%	9

Britam Group June 2025

7
countries of
operation

1000+
employees
across Africa

6M+
Customers

Kes 19.7B
Insurance
Revenue

2500+
Financial
Advisors

Kes 2.5B
Profit Before
Tax

Life Assurance | General Insurance |
Health | Life | Retirement Planning |
Asset Management | Property

Our Solutions

Insure

Invest

Health

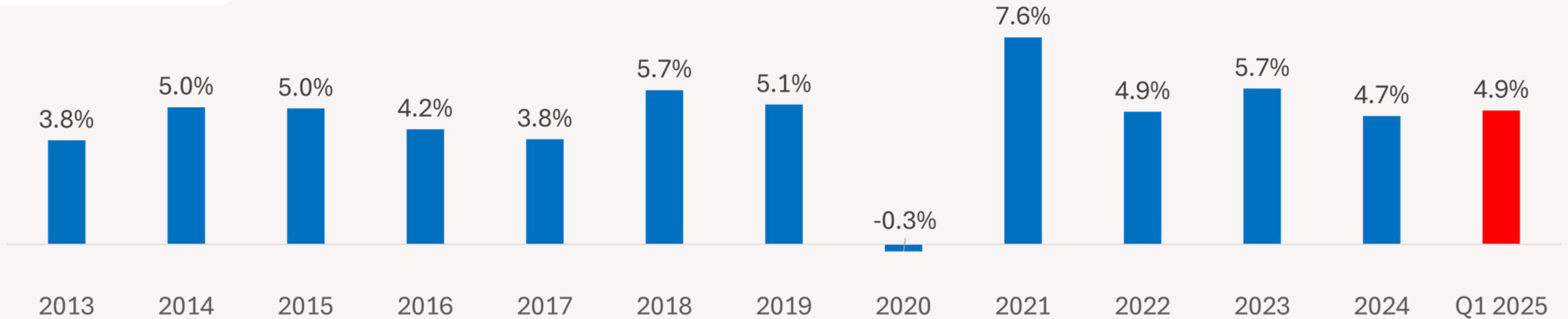
Pensions





Macroeconomic **Performance** and Outlook

Kenya GDP Growth and Outlook



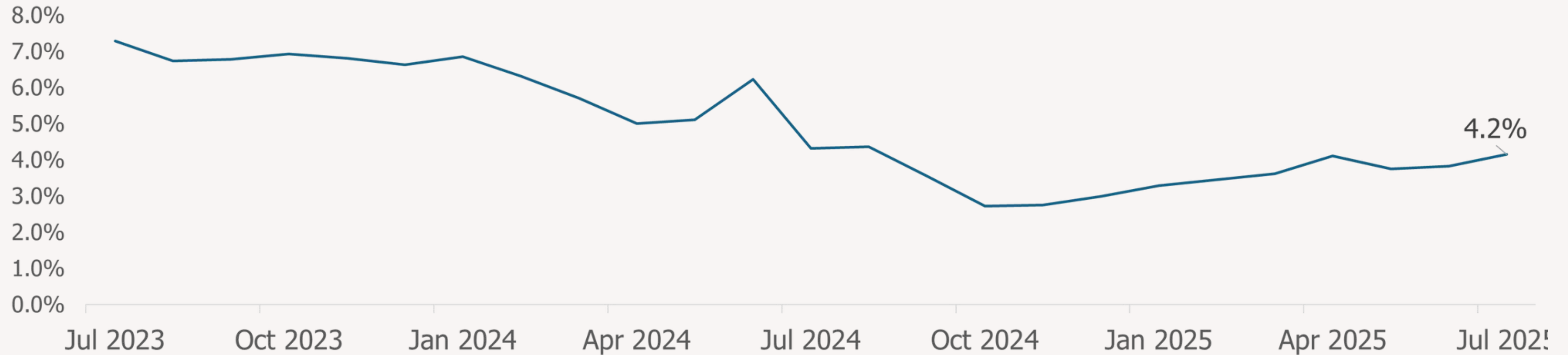
- **Kenya GDP grew by 4.7% in 2024.** This was amid a challenging economic environment characterized by a squeeze on disposable income and high interest rates.
- In **Q1 2025** , **growth was 4.9%**
 - 1.The Agriculture sector expanded by 6.0% supported by ample rainfall.
 - 2.The industry sector reported a recovery to grow at 3.0%.
 3. Cement consumption rose by 20% in Q1 2025, up from a contraction of 8% in 2024.

Outlook: The first half of 2025 has been impacted by the subdued business activity as shown by the stagnant Private sector credit, amid high interest rates.

The IMF and World Bank estimate a growth 4.8% while CBK lowered its growth estimates from 5.4% to 5.2%.

Annual Headline Inflation

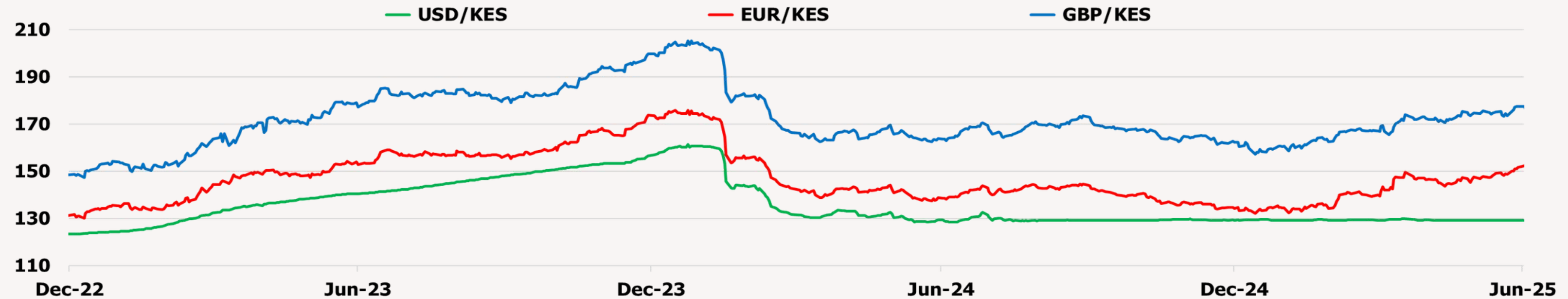
Annual Inflation



- Headline inflation has been between 3% and 4.2% in 2025, and was 4.2% in the month of July
- Fuel Inflation has been relatively flat, due to falling prices of crude oil and stability of the Kenyan shilling against the dollar.
- Food Prices have been relatively stable, with minor increases in vegetable prices.

Outlook: We expect inflation to be stable in Q2 but creep up towards CBK's mid target of 5.0% on base effects and further monetary easing

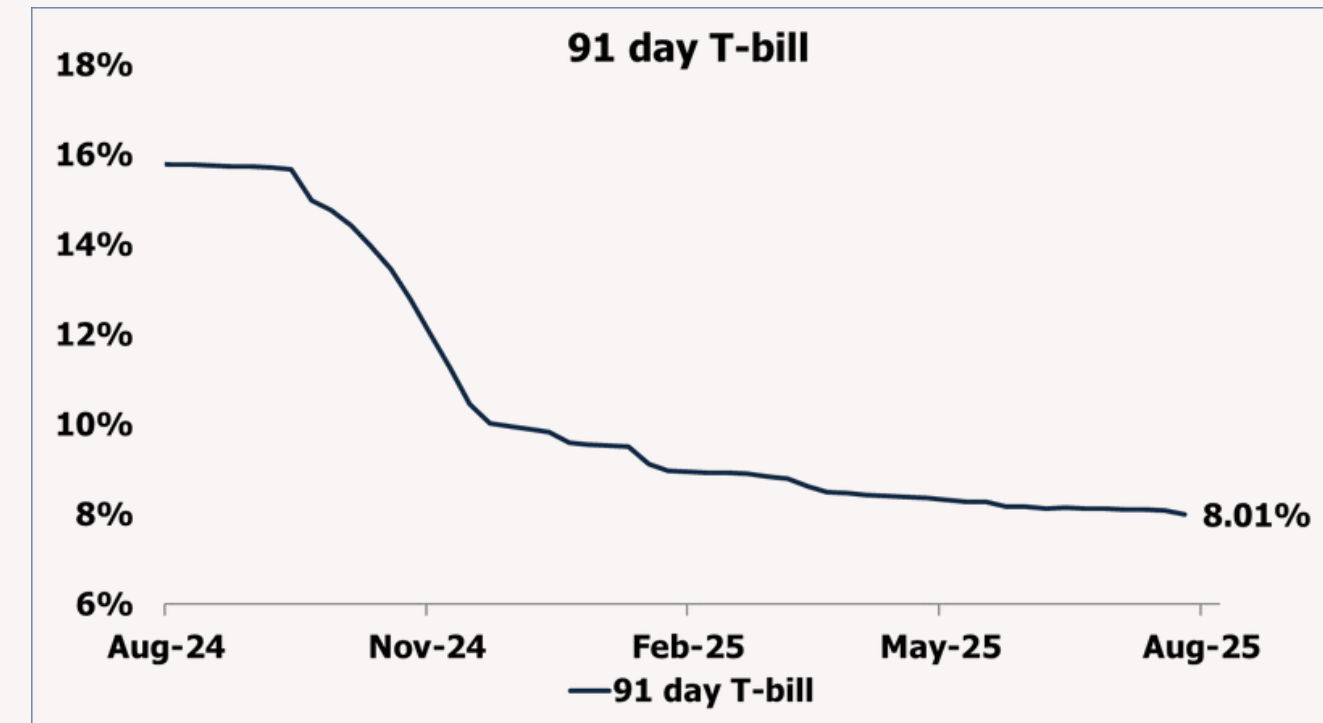
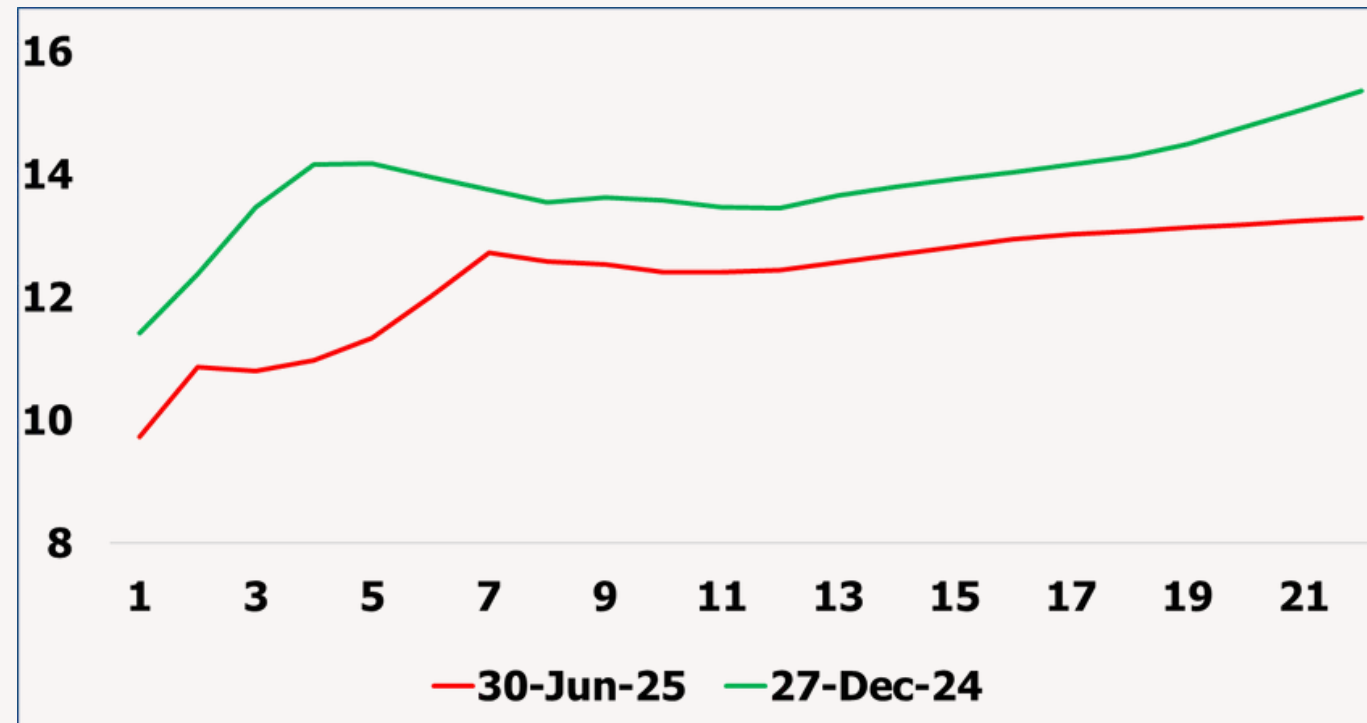
Kenya Shilling vs Select Major Currencies



- The KES was stable against the dollar over the past 12 months at KES 129 per dollar. After depreciating in 2022 and 2023 due to anxiety over the Eurobond repayment, the shilling strengthened in H1 2024 and has been stable against the USD.
- The KES depreciated slightly against the Euro and the British Pound, as the hard currencies appreciated against the dollar.
- FX Reserves: FX Reserves: improved from USD 9.2 BN at the beginning of 2025 to USD 11.0 BN (4.8 months of import cover) in August 2025.
- Remittances : The diaspora remittances grew by 5.8%% y-o-y in the first 6 months of 2025 to stand at USD 2.5 BN.

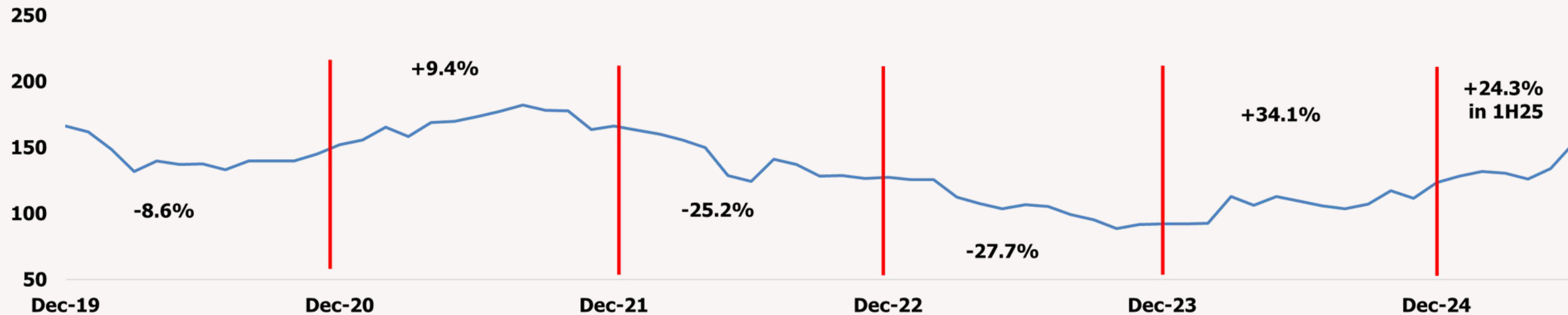
Outlook: We expect stability of the KES against the USD in 2025. We believe this will be driven by the high levels of reserves and dollar inflows. Possible weakening would come from an increase in the demand for the US dollar after the CBK's rate cuts.

Interest Rates



- **Short-term rates fell H1'25.** The CBK cut its benchmark rate from 10.75% in January to 9.5% in August 2025.
- The 3-month or 91-day T-bill rate was at 8.0% in August 2025 compared to 9.9% in December 2024.
- **The yield curve declined by 1.36% on average in H1 2025.** The yields on the short-section declined the most, while the mid section and long-end of the yield curve also declined.
- We expect an ease in interest rates on the short-end and stability or a slight rise on the long-end of the curve. The CBR rate cuts have had more impact on the short end of the curve, while Govt borrowing has reduced the downward momentum on the mid section and long end of the yield curve.

Equity Markets



The NSE All Share Index gained 24.3% in Q2 2025

- The NSE All Share Index **gained +24.3% in H1 2025**
- The rally was despite the heightened global trade discussions over the quarter and was supported by growing local participation, stable Kenya Shilling, and improvement in foreign participation. The rising global uncertainty largely due to Trump's global tariffs and anticipated reciprocal tariffs by large trade participates and uncertainty on interest rate trajectory continues to weigh expectation.

Outlook: We expect the anticipated corporate earnings resilience, stability of the Kenya Shilling relative to the US Dollar, ongoing drop in interest rates to support the gains in the market. The market faces headwinds from; heightened geopolitical risks, global trade war and strain on disposable income in the country.



Strategy Highlights

2025 focus areas



Build Best-in-Class Distribution & Technical Excellence

- Launch Britam Learning & Leadership
- Strengthen Financial Advisor network
- Elevate technical expertise and talent quality



Diversify Revenue Streams & Expand Market Presence

- Broaden product portfolio across segments
- Enhanced balance between retail and corporate lines
- Expand into new regional markets



Drive Operational Efficiency via IT & Automation

- Attain ISO 9001:2015 certification
- Execute process re-engineering and controls automation initiatives.
- Improve speed, accuracy, and service delivery



Leverage Partnerships & Digital Platforms

- Increase digital adoption and customer engagement.
- Grow market share in the microinsurance segment.
- Scale customer access through digital channels



Culture, Engagement & Productivity

- Strengthened performance-driven culture
- Enhance employee engagement and capability
- Scale customer access through digital channels
- Improve productivity through fit-for-purpose structures



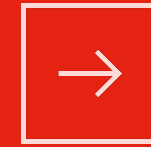
Strengthen Customer Focus & Market Share

- Expand tailored value propositions
- Improve customer experience and retention
- Grow overall market penetration and share

Reflecting on 2021–2025

- Our current 2021–2025 strategy concludes at the end 2025, marking a period of **strong growth, customer focus, and market leadership**.
- It has been anchored on serving customer needs, leveraging technology, driving efficiency, strengthening partnerships, and pursuing regional expansion. These priorities have delivered **significant transformation** and will remain core to our journey.

2026–2030 Strategy Development Underway



Transition to 2026–2030 Strategy

The new strategy will drive growth by enhancing customer value, strengthening operations, and advancing Britam's pan-African leadership.

- Building on Success: The next strategy will leverage achievements from the past five years.
- Ensuring Continuity: We remain focused on delivering customer value with greater efficiency.
- Future Positioning: Our aim is to strengthen operations and reinforce leadership across Africa.



Africa's friend for 60 years is now

KENYA'S

3rd Strongest Brand

and the **most valuable insurance brand** in Kenya.



Source | Brand Finance Kenya 2025

Britam



top
EMPLOYER

Kenya
2025

FOR A BETTER WORLD OF WORK

top
EMPLOYER

Uganda
2025

FOR A BETTER WORLD OF WORK

top
EMPLOYER

Africa
2025

FOR A BETTER WORLD OF WORK

top
EMPLOYER

Rwanda
2025

FOR A BETTER WORLD OF WORK

top
EMPLOYER

Moçambique
Mozambique
2025

FOR A BETTER WORLD OF WORK

**Britam is Now a 2025
Top Employer in Africa**



HY 2025 Financial Performance

Britam HY 2025 Results Presentation

Charles Njuguna

Finance and Strategy Director
Britam Group



2025 Half Year Financial Results

Financial Resilience in a dynamic operating environment



↓ **11%**

Profit before
tax **Shs 2.5 Bn**



↑ **11%**

Insurance
Revenue
Shs 19.7 Bn



↑ **30%**

Investment
Income
Shs 17.3 Bn



16%

Return on
Equity



↑ **14%**

YTD CSM Growth
Shs 12.4 Bn



✓ **3%**

Opex Ratio:
36%



↑ **8%**

Total Assets
Shs 225 Bn

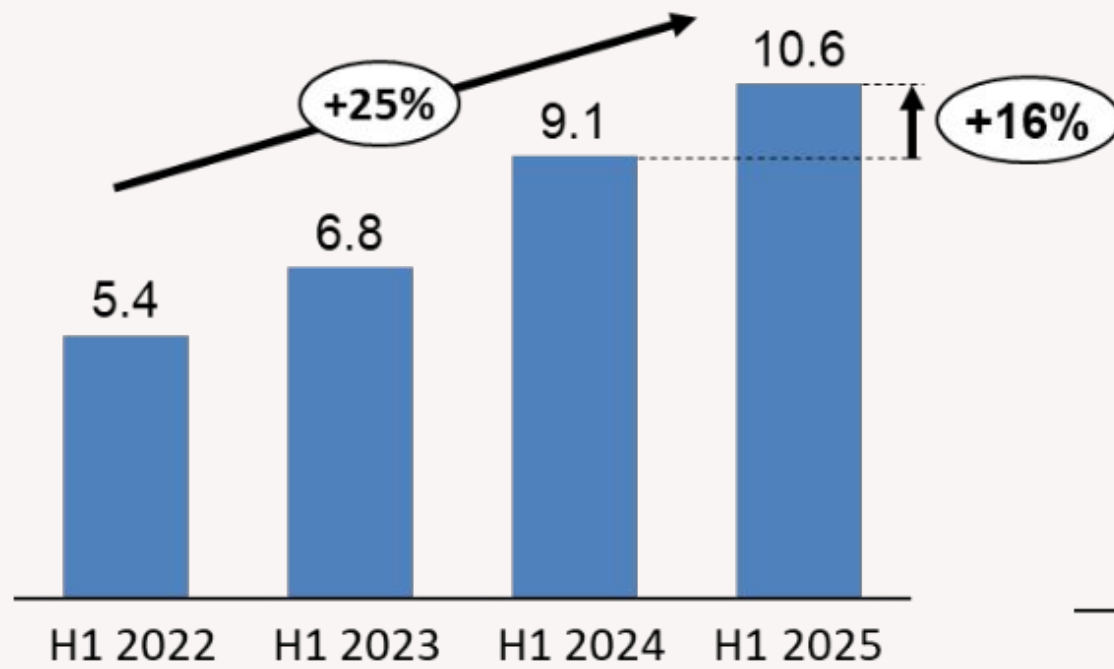


↑ **6%**

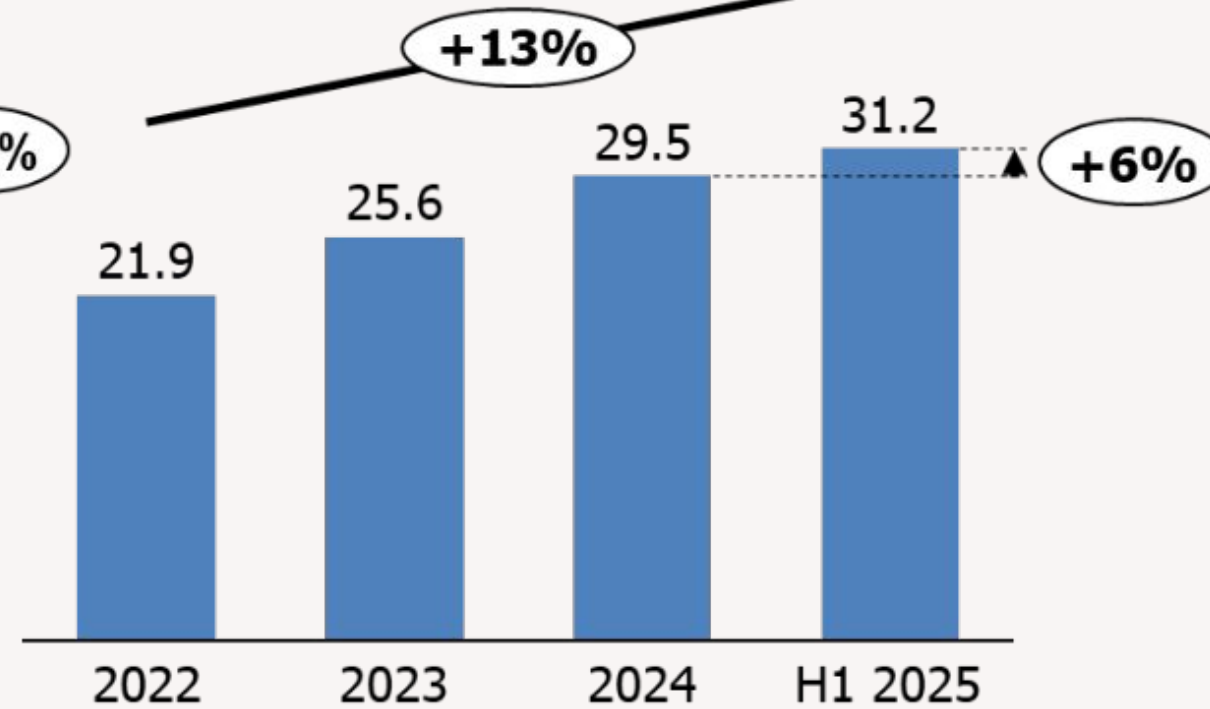
Shareholder funds
Shs 31.2 Bn

Top-line, Investment Income: On a Positive Trajectory

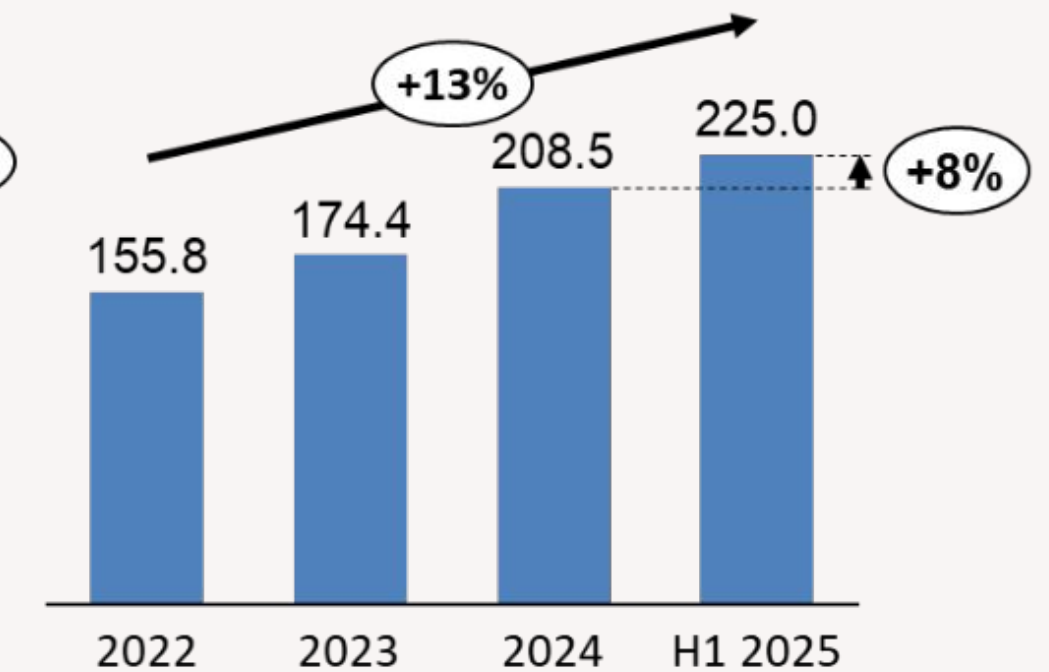
Interest and Dividend Income – Shs Bn



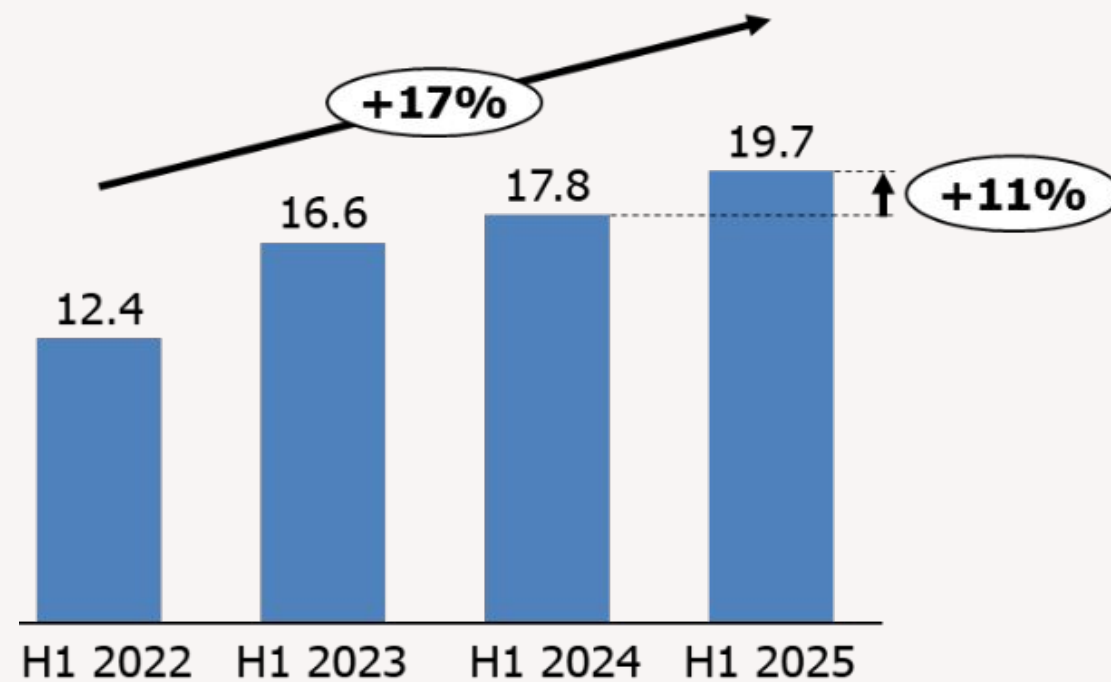
Shareholders Funds



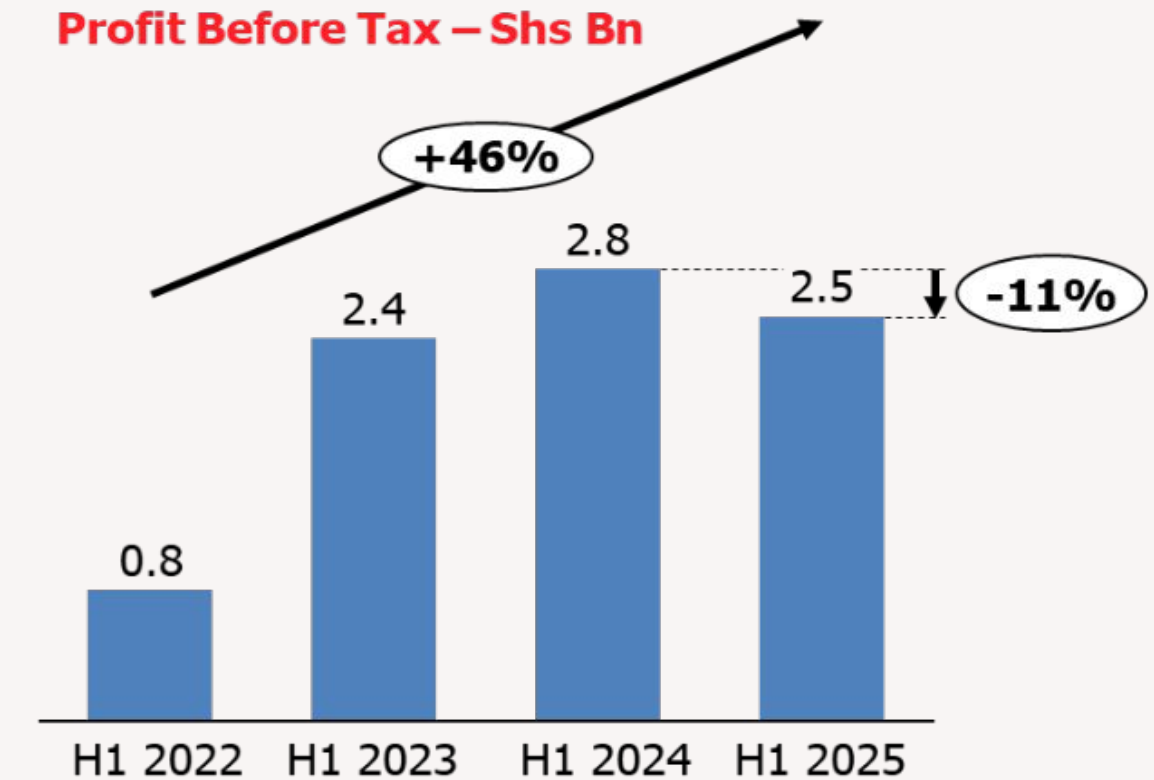
Group Total Assets – Shs Bn



Insurance Revenue – Shs Bn

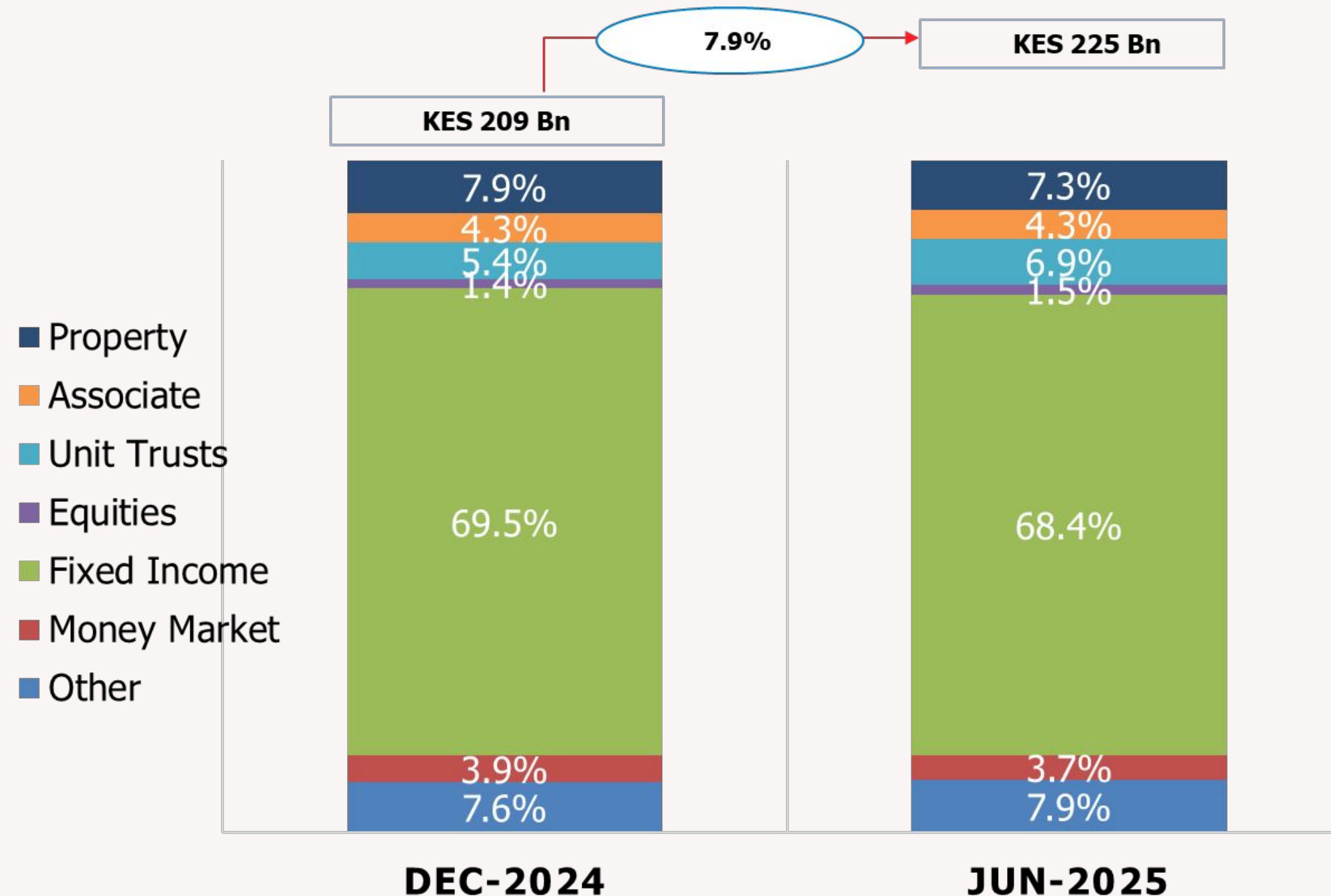


Profit Before Tax – Shs Bn



Group Balance Sheet – Strong Balance Sheet mix

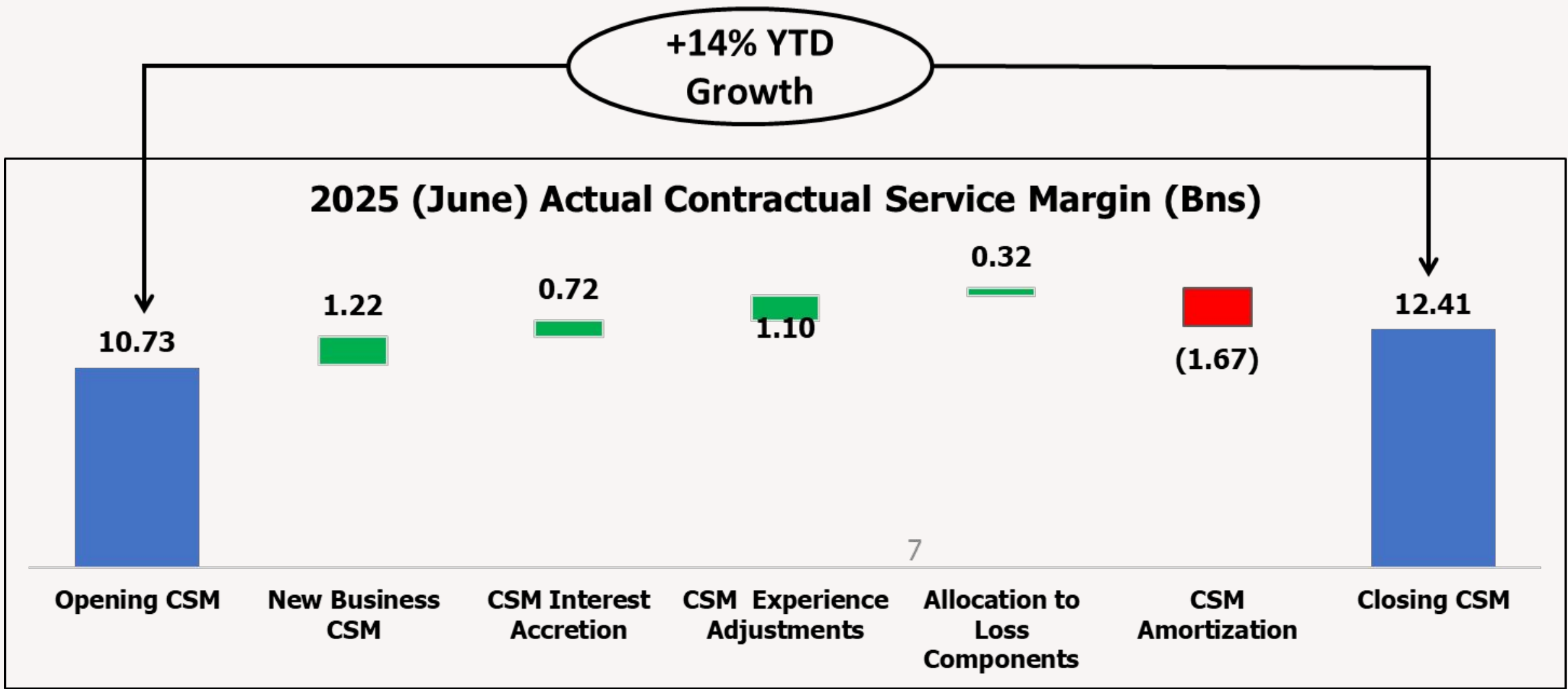
Balance Sheet Assets up 7.9% to KES225Bn with fixed income accounting for 68.4% of total assets



Assets remain predominantly return-bearing at 92.1% supported by higher bond allocations and market-driven equity gains, delivering a 9.4% YTD yield.

Growth in CSM; Profitable new business and improved experience

Group Contractual Service Margin(CSM)- Sh Bn



CSM component	Level of predictability
New business CSM	Medium/ High
CSM Interest Accretion	High
Experience Adjustments	Low
Allocation to LC	Low
Assumption changes	Low
CSM Amortization	Medium/High

The CSM is a measure of future profit stream and is a key indicator of business growth. The CSM will smoothly and predictably be released to profit over the lifetime of insurance contracts as insurance service is offered.

* Company Sales VS Expenses



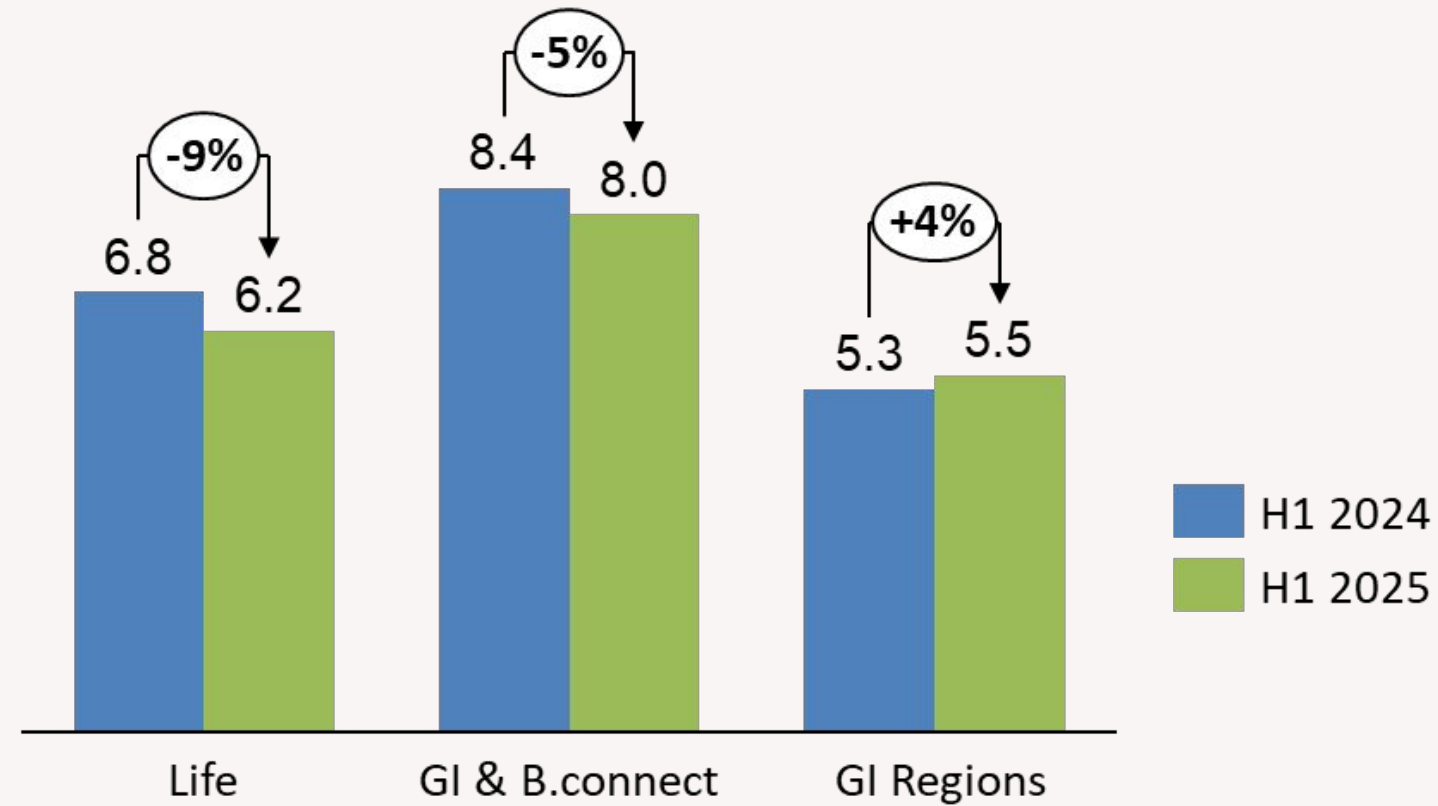
*Equity VS Debt

- monthly
- weekly

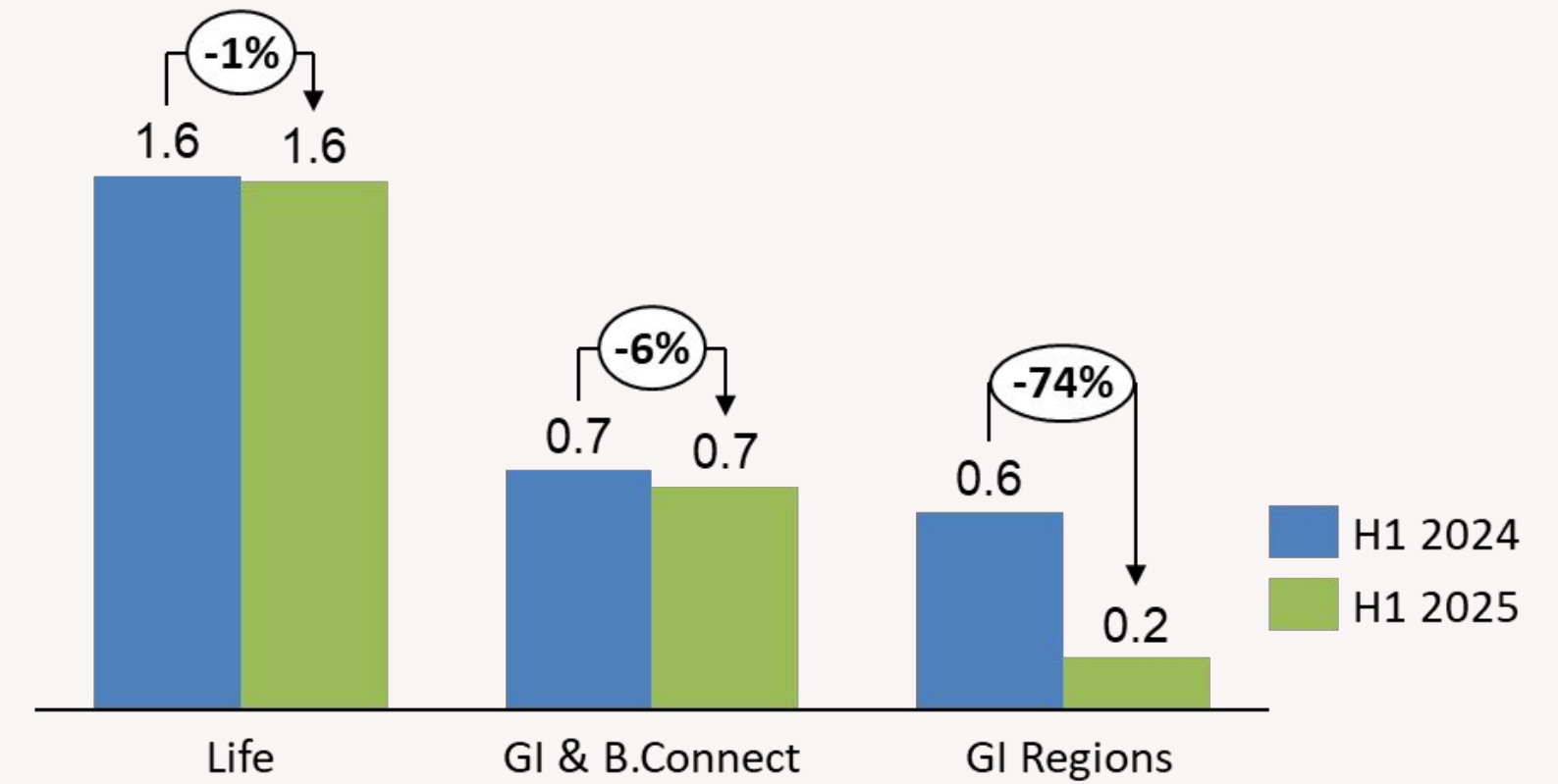
HY 2025 Business Performance

Overall improved performance: Significant increase in uptake of products

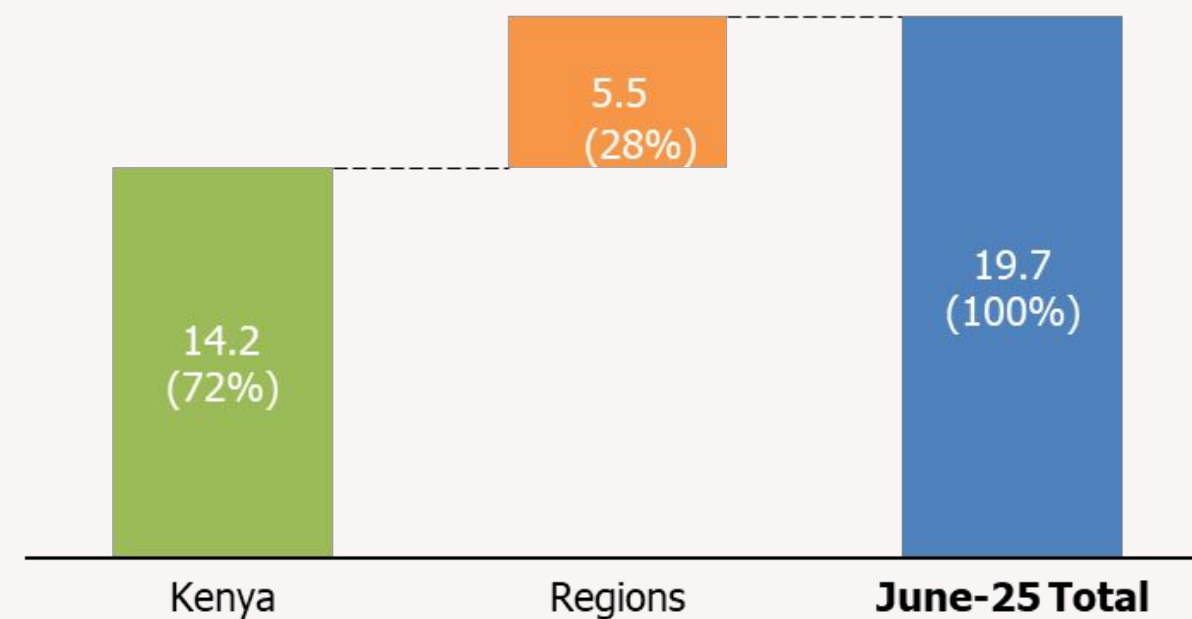
Insurance Revenue by Business Unit -Shs bn



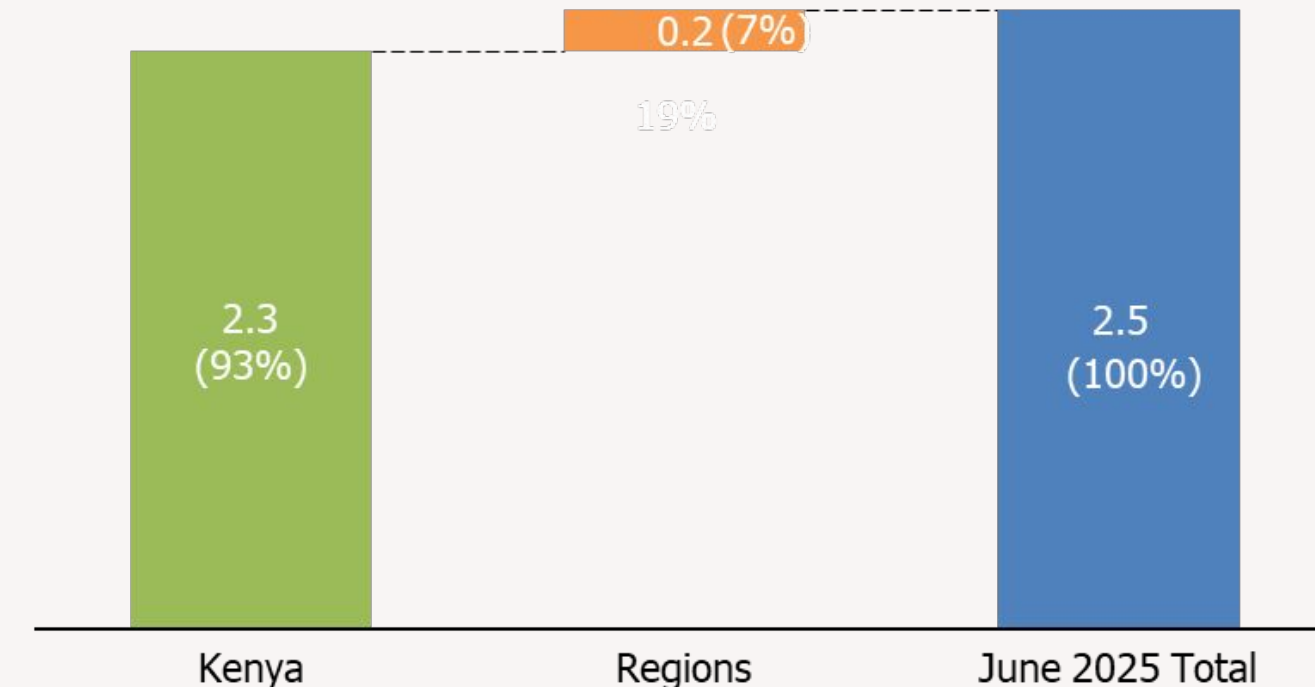
PBT for insurance businesses -Shs bn



Insurance Revenue Contribution – Shs bn



PBT contribution– Shs bn





ESG and Sustainability

2nd Britam Sustainability Report Published



- The 2024 Sustainability Report amplified Britam's market differentiation, translating into KES 1Bn AVE, translating ESG credibility into a hard metric for brand value and trust, which directly correlates to customer acquisition and retention costs.
- Key impact highlights from the GRI aligned report include for the year 2024 include:
- Empowering local economies, where a total annual spend of Kshs. 2.39Bn was to local sourcing.
- Championing diversity with a 45% female board representation.
- Disclosing scope 1 and 2 emissions in Kenya and avoiding a total 77.82 tonnes of CO2 through solar installation at Britam Centre.
- Enhanced financial inclusion with over 4 million people now covered through Britam Connect.

Our Recent Sustainability Wins



Most Engaged Large Company, 2025

Awarded by the UN Global Compact Network Kenya.



Adherence to more than 2/3 Gender Principle in Board of Directors – 2024

Recognition by The National Gender and Equality Commission.



Britam Public



Driving Environmental & Business Resilience



Reforestation Campaign with Tech Tracking (#60MillionTreesBy2030)

Commissioned on 7th June 2025 at Nyahururu Country Club by the Group MD and CEO, Mr. Tom Gitogo.



Future-proofing Operations: Britam Centre Solar Carport (207 KwP) Impact to date:

- KES 3.6 million in cost savings
- 117.03 tons of carbon emissions avoided.



EV Charging Points

- Six charging points (3 EV Charging Stations) remain fully functional since April 2025.
- Awareness initiatives ongoing to drive adoption and enhance utilization among staff and the public.



Britam Foundation

Britam Foundation is deeply committed to enriching lives across the continent. Born from Britam Group, a leader in financial services across seven African countries, the Britam Foundation carries forward a legacy of positive impact.



Our Purpose

"Enriching Lives in Africa"

01



Our Vision

Empowering thriving communities through holistic health, quality education, sustainable environments, and boundless entrepreneurial opportunities.

02



Our Mission

To empower individuals, nurture communities, and inspire sustainable development for generations to come.

03



What we fund



Health



Education



Entrepreneurship



Environment

Access to Clean Water Projects

Access to clean water

- Renewable energy i.e., solar, hydro etc.
- Caring for the environment i.e., planting trees
- Waste management and circular economy principles i.e., recycling, refurbishing etc.

Financial literacy for the ECE Parents, Teachers and Community Members.



Our Goal

To provide sustainable water solutions to schools and communities through solar-powered boreholes and pumps.

Solar-Powered Water Solutions for **Schools** and **Communities**

Impact:

- Creates a healthier and more conducive learning environment by solving critical water shortages.
- Supports agriculture and local economic activities, enhancing livelihoods.
- School plans to generate revenue from water sales, ensuring long-term maintenance and sustainability.

Educational and Community Benefits:

- The Lea Salama Initiative, aimed at improving physical, cognitive, and emotional development of children.
- Reduces disruptions in schooling by ensuring a constant water supply, directly contributing to educational success.

Britam Foundation's Commitment:

- Demonstrates a dedication to environmental sustainability and community empowerment.
- Long-term solutions fostering self-reliance, education, and sustainable development in Kenyan communities.

23

No. of projects



27,000+

Lives Impacted



Locations Covered in 2025:

Kajiado, Kiambu, Homa Bay, Muranga, Machakos, Nakuru, Nyeri, Kitui

Thank You

