

28th May 2026

Re: SBL/CR/F26/097

Mr. Gilead John Teri,
Director General,
Tanzania Investment and Special Economic Zones Authority – TISEZA,
Head Office,
P.O. Box 938,
Golden Jubilee Tower,
1st Floor, Ohio Street,
Dar es Salaam – Tanzania.

Dear Mr. Teri,

Request to Feature in SBL Investor (Asahi Group Holdings) Welcome Video

Allow me to thank you for your continued support to our business, including your valued contribution to our 2024 Sustainability Report covering East African Breweries PLC's markets - Tanzania, Kenya, and Uganda, as well as your ongoing engagement with SBL and support on various matters.

I would also like to congratulate you on the successful Tanzania-Kenya Economic Forum, which TISEZA ably led. I was pleased to participate as a panelist in the session on Agriculture, Trade and Investment – From Farm to Market, and we were equally proud to support the event through the provision of our products.

At SBL, we remain deeply committed to Tanzania's long-term development and to working in close partnership with Government to support sustainable economic growth in line with the nation's Development Vision - DIRA 2050. We firmly believe that strong public-private collaboration is critical to unlocking Tanzania's full economic potential.

As you may be aware, our parent company, East African Breweries PLC (EABL), is currently undergoing a transition in ownership from Diageo PLC to Asahi Group Holdings. This process is progressing across Tanzania, Kenya, and Uganda. Upon completion, senior leadership from Asahi will visit the region, and we are planning a series of engagements to formally welcome them to our business and countries.

As part of this, SBL is developing a short high-impact video to position Tanzania as a leading investment destination and to welcome Asahi Group Holdings. We intend to feature a select group of key government stakeholders in this initiative.

In this regard, we would be honoured if you would agree to feature in the video. The key messages we aim to highlight include:

- Tanzania's strong position and readiness to attract and support foreign direct investment
- The role of TISEZA in enhancing the ease of doing business in Tanzania
- The country's institutional strength and capability to support sustainable and profitable investments
- A warm welcome to Asahi Group Holdings to Tanzania, recognising their investment in EABL and, by extension, SBL and Tanzania.

Upon your acceptance of our humble request, our Communications team will work closely with your office to ensure a seamless and well-coordinated process.

We would be most grateful for your support and look forward to your kind consideration.

Thank you in advance.

Yours faithfully,



Dr. Obinna Anyalebechi
Managing Director
Serengeti Breweries Limited