

# Overview





In the heart of crisis, in moments of triumph, we were there. We showed what others only talked about. This screen does not just entertain, it testifies.



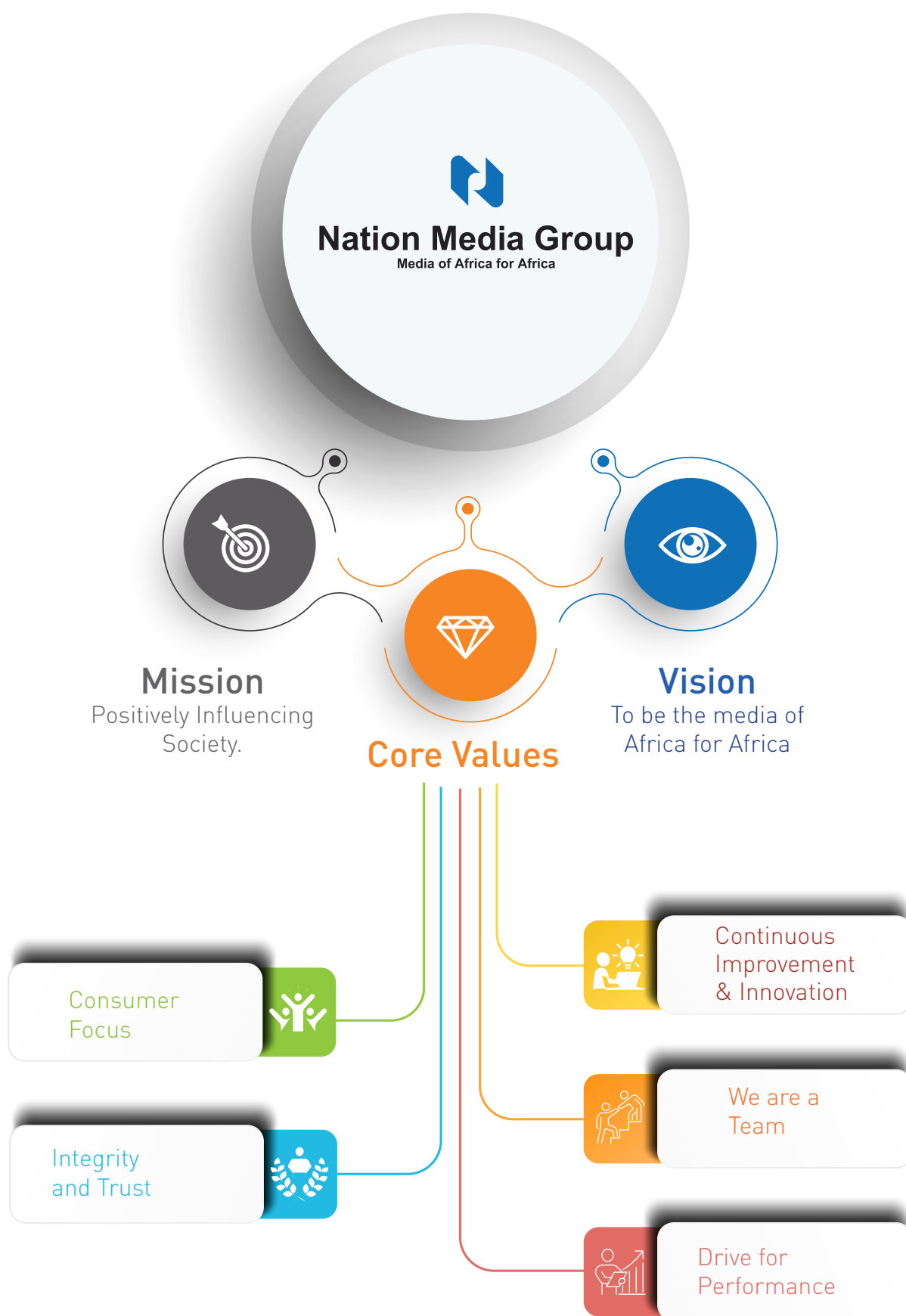


# NMG Overview

Nestled at the heart of the African media landscape, NMG stands as a beacon of light, amplifying diverse African voices. With an unwavering commitment to authenticity and inclusivity, it serves as a formidable platform that transcends borders, weaving a rich tapestry of narratives that celebrate the continent’s varied stories. Empowering and impactful, NMG has become a vital conduit for fostering dialogue, challenging stereotypes, advocating for human rights and presenting a nuanced perspective on the myriad of stories that shape Africa.

Through cutting-edge technology and innovative storytelling, it radiates the vibrant pulse of the continent, championing both the triumphs and challenges of its people. NMG is not merely a disseminator of information but a curator of voices, ensuring that the mosaic of Africa’s narrative resonates globally, leaving an indelible mark on the world stage.

As East Africa’s leading multi-platform media organization, NMG is committed to informing, educating, and entertaining diverse audiences. With a robust presence in print, digital, and broadcast media, NMG reaches millions of Kenyans daily, making it a trusted voice in the region.





sted and innovative content platform inspiring 500  
delivering USD 55 million in digital revenue by 2027.



### Data & Technology Capabilities

Increase the knowledge of our digital customers by enhancing data & tech capabilities to drive monetisation

Invest in first party data

Build an owned tech stack that is consumer responsive

Grow the value of our first party data advertising revenue

Increase capital investment in digital



### Revenue Diversification

Build a diversified portfolio of new products that accounts for 50% of total revenues

Acquire businesses that are a strategic fit to our core business

Invest significantly in our events business

Pursue the growing gaming opportunity in Africa

Create an NMG incubator for content creator start ups



### Brand Awareness

Strengthen brand awareness and optimise USP to grow digital reach

Grow Net Promoter Score

Invest in journalism to create products and a reader community

Develop multi-channel marketing expertise and capabilities

Establish brand partnerships to strengthen reach

# Operating Environments

Kenya, Uganda and Tanzania



## UGANDA

In Uganda, economic activity has remained robust, with real Gross Domestic Product (GDP) growth accelerating to 6.1% in 2024, up from 5.3% the previous year, according to the World Bank. This growth has been broad-based, driven primarily by strong performance in the services and industrial sectors—including notable gains in tourism, manufacturing, construction, and electricity generation. However, Uganda Communications Commission (UCC) has significantly influenced the country's media landscape through a series of regulatory measures aimed at controlling content and enforcing compliance with established standards.



## KENYA

The International Monetary Fund (IMF) estimates that Real Gross Domestic Product (GDP) grew by 4.6% in 2024, a slowdown from 5.6% in 2023. This deceleration was attributed to high public debt, elevated lending rates, and reduced private sector credit availability. The April 2024 floods further affected livelihoods, leading to a slowdown in private consumption. In addition, the media industry, along with other sectors of the private economy, experienced operational disruptions due to the nationwide protests related to the Finance Bill. Despite these headwinds, the business demonstrated strong operational resilience—delivering continued growth in its digital assets and accelerating the execution of priority initiatives under the 2022–2027 Strategic Plan.



## TANZANIA

Tanzania's GDP growth accelerated to 5.5% in 2024, up from 5.1% the previous year, driven by strong performance across agriculture, manufacturing, tourism, and mining. The country's youthful demographic and expanding middle class continued to drive demand for digital content and services, underscoring strong long-term market potential. However, regulatory hurdles and economic uncertainties affected consumer spending. During the year, Mwananchi Communications Limited (MCL) faced a 30-day suspension of its online operations by the Tanzania Communications Regulatory Authority (TCRA). Despite these challenges, MCL leveraged opportunities in digital transformation, audience engagement, and strategic partnerships to enhance content personalisation, explore alternative revenue streams, and expand their reach.

