

## Dividends & Bonus Share

1. <b>Will we get our dividends?</b> <b>MUCHEMI, JENNIFER NJERI</b>	Dividends are paid out of the company's results which for the year under review which was adversely affected by the pandemic.
2. <b>Dividend declared</b> <b>OWINO, VITALIS PETER OKUMU</b>	The Directors do not recommend payment of dividend as the Group is currently conserving cash for future investments.
3. <b>Hi are there any dividends this year?</b> <b>KURIA, JOHN GICHURI</b>	It is, however, the board's intention to consider and recommend payment of dividends upon the company's attainment of sustained recovery in performance.
4. <b>dividend and payable date</b> <b>NGATIA, DAVID IRUNGU</b>	The Directors do not propose the issuance of bonus shares this year.
5. <b>do you have bonus share?</b> <b>KINUTHIA, JOHN MUGAI</b>	The bonus share issue which was approved at the last AGM in June 2020 was effected in December 2020.

## Share Buyback

6. <b>why the low buyback price of 25?</b> <b>KUNGU, SAMWEL KIBE</b>	The shareholders have on a number of occasions raised concerns that the price of the NMG share is not reflective of the value of the Group.
7. <b>why are you resolving to buy back shares from small shareholders what's the point of investing in shares?</b> <b>MUHIA, GEORGE NDEGWA</b>	<p>Further concerns have been raised on the lack of alternative options for shareholders who wish to liquidate their shares at fair value.</p> <p>The share buyback is partly intended to address the undervaluation and to facilitate shareholders who wish to liquidate their investments.</p> <p>The Group seeks to purchase up to 10 percent of its issued and paid-up share capital which translates to about 20.7 Million Ordinary Shares.</p> <p>The Buyback price of Kshs. 25 was determined following professional advice.</p> <p>The price also represents a premium of over 50% on the average trading price of the share at the NSE over the 3 weeks period preceding the offer.</p>

	The buyback offer is available to all Shareholders on a voluntary basis regardless of the number of shares they hold.
<b>Performance &amp; Turnaround</b>	
8. explain the challenges facing the Group business to take care of the Group business? CHAMI, ALOIS WAFULA	<p>The performance of the Group was adversely affected by the Covid-19 pandemic which depressed the incomes of our customers.</p> <p>In addition, our advertising customers held back on discretionary spending to focus on their survival.</p>
9. explain the challenges facing the Group business to the next level? CHAMI, ALOIS WAFULA	<p>Restriction on movement of people attributable to lockdowns across the region further affected the sale of newspapers.</p> <p>Consequently, the Group had to reorganise itself to address its cost of doing business in order to survive.</p>
10. explain the challenges facing the Group business year under review? CHAMI, ALOIS WAFULA	<p>The actions taken included; company-wide re-organisation, reduction of employee salaries and Directors' fees as well as review and renegotiation of a number of supply contracts.</p>
11. explain how you would improve the Group business next level? CHAMI, ALOIS WAFULA	<p>Last year marked a pivotal point for NMG in its journey of becoming a modern digital content company.</p> <p>The Group made a significant step with the launch of its digital brand <i>Nation.Africa</i> in September 2020.</p> <p>We have accelerated our digital transformation initiatives and have begun to realise a positive contribution in our results.</p> <p>We are also investing substantially in equipping our employees with the skills and tools needed to thrive in the new digital world.</p> <p>The Group recorded a strong recovery in the second half of the year posting a profit of Kshs. 489 Million following a loss of Kshs. 353 Million in the first half of the year.</p> <p>The recovery in performance has continued in the first half of 2021.</p> <p>Our strategy in 2021 revolves around entrenching our new business model which is anchored on building our reader revenues and enhancing capacities in ecommerce and digital business.</p>

In addition to the above, we shall continue to optimise on the contribution from our legacy businesses leveraging on our leadership position.

## Other questions

12. No Questions asked WAITITU, MARIA WANJIRU	NA
13. How is the digital monetization doing so far? MELE, GEORGE LORIS	NMG's monetisation journey has been very positive thus far. Specifically, we have achieved key milestones such as attaining over 300,000 registrations, and over 85,000 gross subscriptions.
14. clarify the operations of the Group business? CHAMI, ALOIS WAFULA	Nation Media Group is the leading media company in East & Central Africa.  It has a global digital footprint as well as operations in newspapers, television and radio broadcasting across Kenya, Uganda, Tanzania and Rwanda.
15. No questions asked MUTISO, NATHAN MAILU	NA
16. how many shares do I hold OWINO, VITALIS PETER OKUMU	The number of shares you hold can be verified with the company's share registrar.  For further information you may contact Custody and Registrars through contacts below: 1st Floor, Tower B, IKM Place, 5th Ngong Avenue, Tel Pilot: (+254) 20 2230518 Fax: (+254) 20 2211773 Office GSM: (+254) 791 086 964 / 726 971 599 / 737 095 124 Email: <a href="mailto:info@candrgroup.co.ke">info@candrgroup.co.ke</a>
17. What was my last payment? GATHOGO, TERESIAH WAMBUI	The last dividend payment was made on 30 <sup>th</sup> September 2019.