



Nation Media Group

Media of Africa for Africa

NMG AGM Shareholder Q & A



Physical AGM	
<p>1. Why don't you call shareholders for physical meetings anymore? CHEROGONY CHARLES TUITOEK</p> <p>2. Please provide airtime to shareholders to enable us to attend the virtual AGMs. KIMANI MARGARET NGENDO</p>	<p>Since 2020, we have chosen to hold our Annual General Meetings (AGMs) virtually to ensure broader participation, improved accessibility, and greater efficiency. This allows shareholders from different locations to attend without the need for travel, reducing both costs and environmental impact.</p> <p>This approach has also enabled us to leverage secure technology for real-time engagement, voting, and transparency, ensuring your voices are heard no matter where you are.</p> <p>We, however, recognize the importance of physical shareholder engagement and as such, we look forward to welcoming you to hybrid (incorporating both physical and virtual elements) AGMs in the near future.</p> <p>We shall also look into the suggestion of providing airtime to shareholders going forward, so as to enhance greater participation at the AGMs.</p>
Dividends	
<p>1. Have you declared any dividend this year and if yes, how much per share? CHEROGONY CHARLES TUITOEK</p> <p>2. Are there any dividends this year? NGUMBA LINAH WAITHERERO</p> <p>3. When can we expect a resumption of dividend? GICHARU NAHASHON NJIHIA</p> <p>4. How much dividend was declared this year? MBONDO WELLINGTON MUTUKU</p>	<p>Dividends are the portion of the profit paid out to a company's shareholders. Unfortunately, in 2024, NMG experienced a myriad of challenges that greatly affected our financial performance. As a result, the Board has not recommended a dividend payout for this past financial year.</p> <p>However, we remain confident that the strategic initiatives we have implemented will strengthen our business performance, positioning us to deliver a strong performance and a dividend payout in the near future.</p>
Growth Strategies	



<p>5. What innovative strategies has the Company formulated to boost productivity and hopefully enhance shareholder dividends for the coming business year? MBAYA GEMMA</p> <p>6. What is the company doing to mitigate the persistent loss every financial year? KABORA AUSTIN MUTHURA</p> <p>7. When will you start making profits? The market has changed, and the company is yet to change to meet the new demand in the market NGUMBA LINAH WAITHERERO</p>	<p>The media industry across the region continues to face headwinds, including soft censorship, legal and regulatory pressures, disruption by digital and social media, a growing prevalence of misinformation and changing consumer habits. These have significantly impacted our overall performance.</p> <p>However, the opportunities emanating from the digital, broadcast and events space are unprecedented. We have therefore put in significant investments in these areas to ensure we are not only keeping up with the changing times, but leading the way in innovative media.</p> <p>For instance, we have accelerated our newsroom integration project in a bid to enhance our reader revenue model. This has resulted in increased digital-first content and seamless user journeys regionally.</p> <p>We have also rolled out new broadcast and events strategies that have seen us introduce shows, that we hope you have had an opportunity to view, content formats, revamp Nation FM and create niche experiences that then attract diverse audiences and advertisers.</p> <p>We believe that these, and other investments in infrastructure, talent, tech and AI will bear fruit, drive business sustainability and put us on the path back to profitability in the short term.</p>
Web Subscriptions	
<p>8. Please explain the intention of requiring registration for reading the online paper, this reduces the number of viewers to your website. Consider changing this requirement OWINO JAMES EDWIN ZALO</p>	<p>Thank you for your feedback on your experience.</p> <p>We understand that the user journey may be a bit longer due to the registration and subscription process, but this is a critical step in understanding our readers and their content preferences.</p> <p>This then enables us to personalize the content we serve you, provide premium, in-depth pieces and recommend relevant articles so as to enhance your experience on our platforms.</p> <p>In addition, as traditional advertising revenues decline worldwide, reader revenue models have become more pertinent in enabling media houses such as ourselves to diversify and strengthen revenue generation, thus driving business sustainability.</p>

