

Sasini

(A MEMBER OF THE  SAMEER GROUP)



C O M P A N Y P R O F I L E

DEEPLY ROOTED IN AGRIBUSINESS





OUR VISION

To be the leading agribusiness in Africa.



OUR MISSION

To focus on innovative and efficient business practices, quality products and commitment to all our stakeholders.



OUR VALUES

We strive to conduct our business with integrity, efficiency, and a positive attitude while building teamwork that is based on respect for all.



GROWING AFRICA

SASINI PLC BACKGROUND

Sasini PLC is a public company listed on the Nairobi Securities Exchange with about 7,000 shareholders, majority of whom are Kenyans.

The principal activities of this company, which straddles the breadth of Kenya, are the growing and processing of tea, coffee, avocado, macadamia nuts, value addition in the form of branding and packaging of the related products for local retail market and export and operation of an Export Processing Zone.

We also have tea warehousing services in the port city of Mombasa.

Sasini PLC is a member of the Sameer Group of Companies, a leading economic force in East Africa with interests in Agriculture and Agribusiness, Finance, Energy and Power, Export Processing Zones, Construction, Automobile and Distribution and Property Development and Real Estates.

For more information, kindly visit our website: **www.sasini.co.ke** or **www.sameer-group.com**

BOARD OF DIRECTORS



DR. JAMES MCFIE

CHAIRMAN- INDEPENDENT
NON-EXECUTIVE
DIRECTOR



MR. SAMEER MERALI

NON-EXECUTIVE
DIRECTOR



MRS. ROSEMARY MUNYIRI

INDEPENDENT
NON-EXECUTIVE
DIRECTOR



DR. STEVE MAINDA

NON-EXECUTIVE
DIRECTOR



MRS. BETTY KOECH

INDEPENDENT
NON-EXECUTIVE
DIRECTOR



MR. AKIF BUTT

NON-EXECUTIVE
DIRECTOR



MR. MARTIN OCHIEN'G

GROUP MANAGING
DIRECTOR



MS. VICTORIA CHEROTICH

COMPANY
SECRETARY

KEY

MANAGEMENT TEAM

MR. MARTIN R. OCHIEN'G

Group Managing Director

DR. SAMUEL K. ODALO, DBA

Group Financial Controller

MR. SILAS J. NJIBWAKALE

Managing Director – Kipkebe Limited (Tea Division)

MR. JAMES MURIITHI KIEU

General Manager – Coffee Division
Executive Director - Macadamia

MS. WINNIE W. NGUBWA

General Manager – Avocado Business

MR. BENEDICT A. OMOLO

General Manager – Retail Business

MS. PRISCAH M. KEAH

Group Head of Human Resource
& Administration

MR. IBRAHIM J. MAROA

Group Manager – Risk Management
& Business Analyst



COMPANY COMPOSITION

MACADAMIA
OPERATIONS



TEA
OPERATIONS



RETAIL
OPERATIONS



AVOCADO
OPERATIONS



EPZ
OPERATIONS



COFFEE
OPERATIONS



TEA OPERATIONS

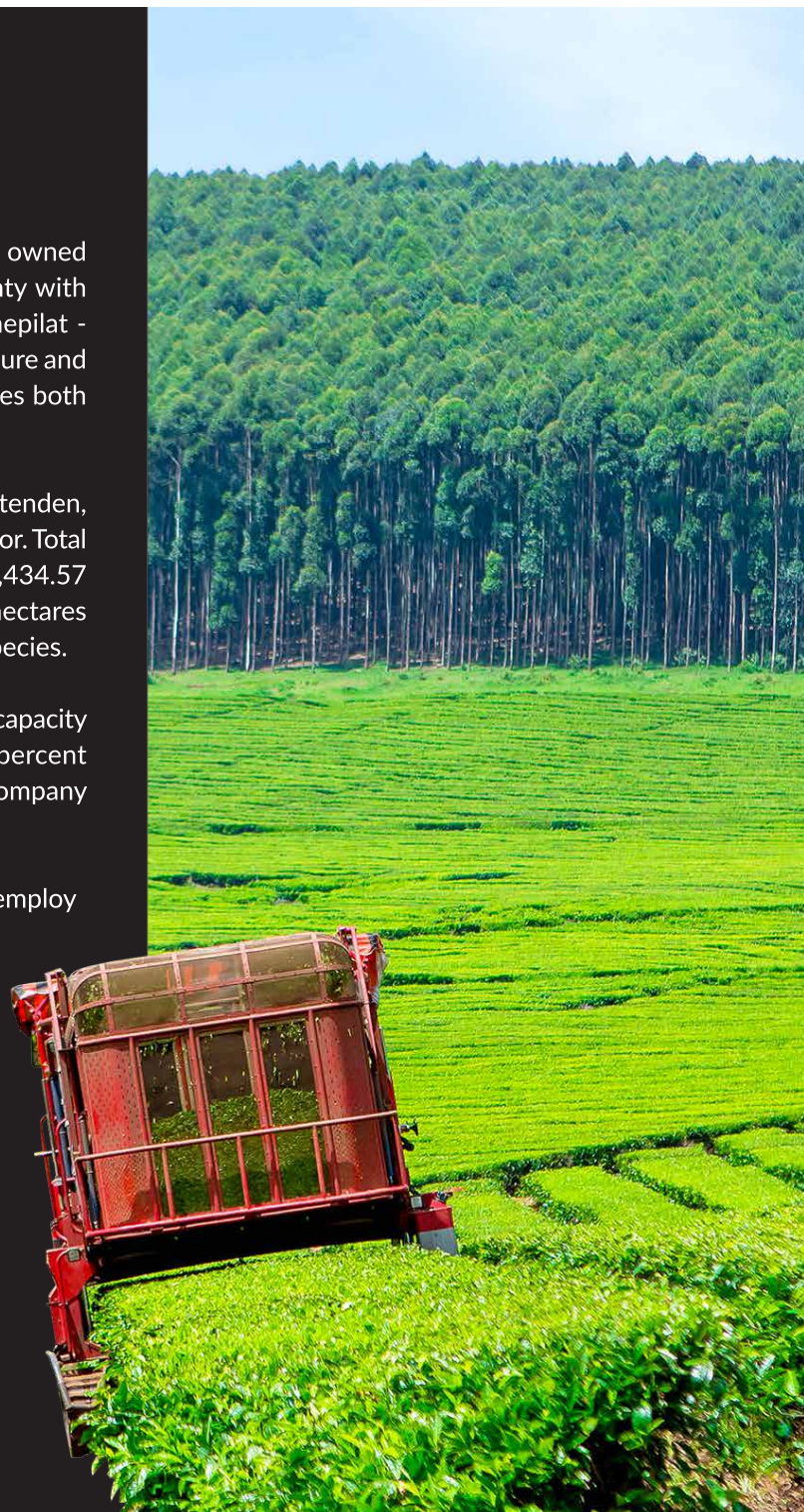
The Tea business operates under Kipkebe Limited a fully owned subsidiary of Sasini PLC. It is domiciled in Nyamira County with parts in Kericho County west of the Rift Valley along Chepilat - Ikkonge - C22 road. The core mandate is growing, manufacture and sale of black CTC teas through auction and private treaties both locally and overseas.

Our Tea is grown on four (4) estates namely Kipkebe, Kiptenden, Magura and Keritor and two (2) Factories; Kipkebe and Keritor. Total land area is estimated at 2,835.6 hectares out of which 1,434.57 hectares is under tea, 600 hectares under wood fuel, 99 hectares natural forest cover and 218 hectares under other tree species.

The factories have a combined annual installed production capacity of 15 million kilograms of made tea out of which fifty percent (50%) is sourced from individual outgrower farmers and company managed outgrower farms.

Our sustainable business demands that we embrace and employ breakthrough technologies in our operations. In this regard, the company has adopted advanced farming technology. Tea harvesting is undertaken by use of Self-Propelled Harvester (SPH) and Two-man Hand-held Machine (MTH). Application of fertilizer is carried out using Unmanned Aerial Vehicles (drones) while pruning is done by a Self-Propelled pruning machine.

Part of the revenue generated from our tea operations goes into supporting our environmental protection initiatives and have also developed learning and healthcare facilities as well as sunk boreholes for provision of clean water to the community.





About 99% of the produce, is exported to United Kingdom, Europe, Asia and Middle East Countries. The company's production activities are certified under various international recognized certification standards which encompass; Rainforest Forest Alliance and ISO 22000:2018 certified to assure our buyers of prudent employment of food safety handling techniques, quality products and traceability at all levels of production.

COFFEE OPERATIONS

The coffee plantations are situated in Kiambu County near Nairobi.

Six huge plantations namely, Kamundu, Ting'ang'a, Kakindu, Doondu, Ruiru Mills and Gulmarg Estates, each with a coffee pulping factory/station are located in Kiambu County.

Collectively, the plantations have the capacity to produce an average of 2500MT of coffee annually. About 50% of the production is attributed to our outgrowers. The clean coffee in assorted grades is offered at Nairobi Coffee Exchange and also exported to European Countries and the United States of America.

In addition, the company owns a coffee curing/milling plant at Kamundu Estate. The mill has a capacity of milling 12MT of clean coffee per hour





In collaboration with a regular coffee buyer, we have put up a nursery school/ day care center to cater to our employees and community needs.

Part of the proceeds generated from our coffee operations has been utilized to support and refurbish a couple of schools within our locality.

MACADAMIA NUTS

Sasini Fruits and Nuts EPZ Kenya Ltd, our macadamia nuts processing and export company is located in Sasini EPZ Park situated along Kiambu-Githiga- Limuru road.

The facility is registered by the United States of America Food and Drugs Administration (FDA) besides being a member of International Nut and dried fruit Council (INC).

Locally, the company is licenced by Agriculture Food Authority (AFA) and regulated by Export Processing Zones Authority (EPZA). Processing of macadamia in the factory involves quality analysis at receipt, drying, cracking, sorting, packing and dispatch to our customers overseas.

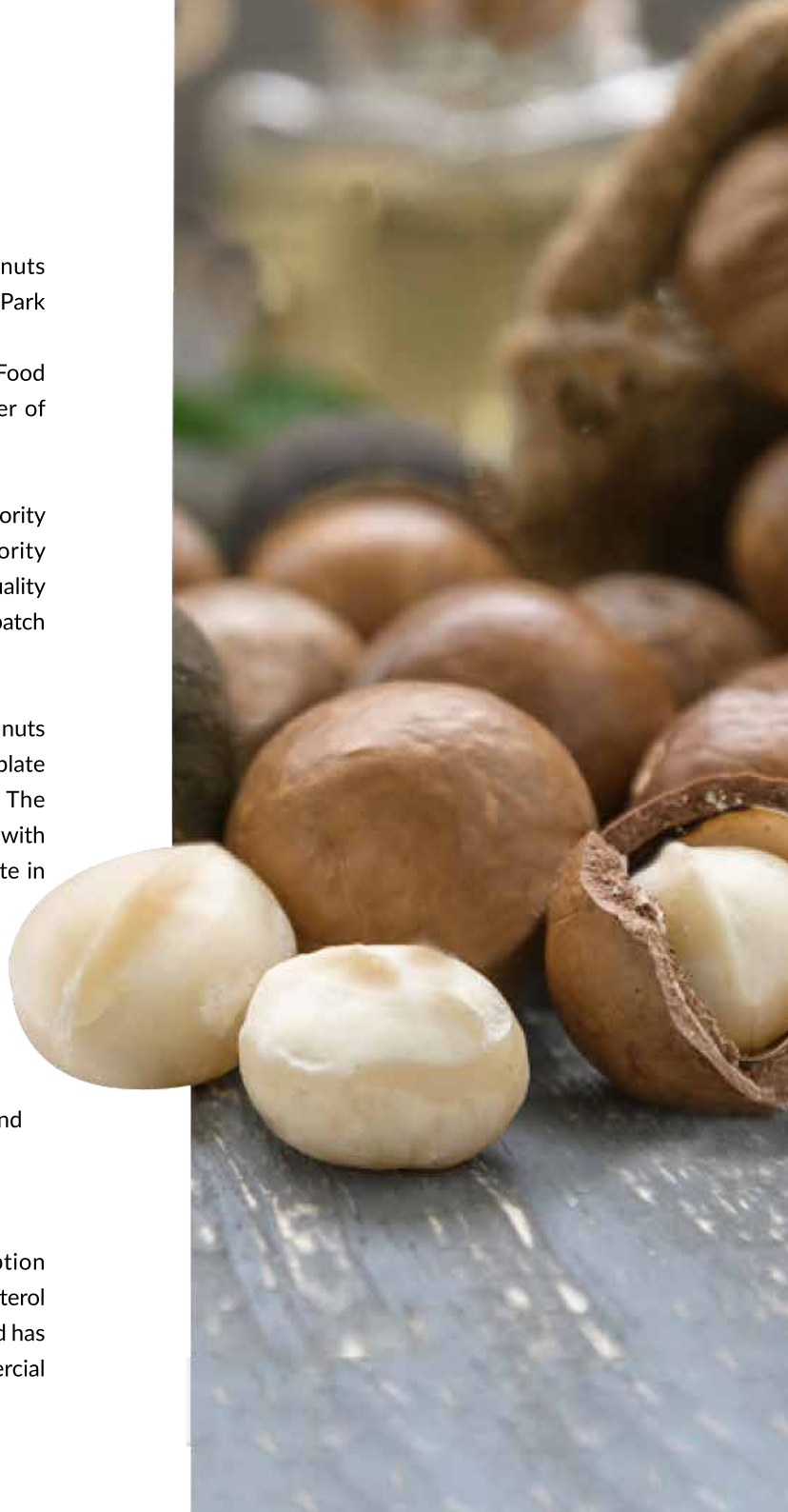
High quality standards are observed right from receipt of nuts in shell to dispatch of kernels ensuring that the farm to plate supply chain under the company is not compromised. The company has invested in the growing of Macadamia nuts with the establishment of nucleus orchards in its Mweiga estate in Nyeri and Kiambu Estates.

The mature nuts in shells are sourced from outgrower farmers. The nuts are processed in our state of the art ultra modern processing factory located within the Export Processing Zone Park within our premises in Kiambu.

The produce is mainly exported to USA, Canada, Europe and Asia.

MACADAMIA BENEFITS

Macadamia nuts have several benefits from consumption including being high in protein and fibre content, zero cholesterol levels, contains no GMO, it is a source of Ptolemaic acid and has the highest levels of monounsaturated fats of any commercial food.



SASINI

MACADAMIA NUTS SPECIFICATION



STYLE 0

≥20mm containing 95% Premium wholes and 5% halves



STYLE 1L

16-20mm containing more than 95% premium wholes and 5% halves



STYLE 1S

13-16mm 95% Wholes and 5% halves (premium wholes and halves)



STYLE 5

9-11mm pieces and large chips



STYLE 4L

Halves ≥ 14mm Minimum 95% premium halves and 5 % premium wholes ≥ 14mm size



COMMERCIAL HALVES

Halve kernels having an onion-ring or browning on the crown



STYLE 4S

11-14mm Minimum 70% premium halves and Max 30% premium chipped halves (9-14mm)



COMMERCIAL WHOLES

Whole kernels having an onion-ring or browning on the crown



COMMERCIAL HALVES

Under 7mm Pieces and chips

OUR PACKAGING

FOOD SAFETY CERTIFICATIONS

The macadamia nuts facility enjoys three certifications namely :-

FSSC V 4.1 - This certification incorporates ISO 22000 and prerequisite programs requirements for product safety and compliance.

IFS Food V 6.1 Certification which focuses on the establishments processes and products food safety and quality compliance.

Kosher Certification is an indication for our compliance to Kosher food laws including cleanliness, purity, and quality.



AVOCADO

OPERATIONS

As part of our business strategic development and diversification, the need to further address the issue of health concerns and the increasing cases of lifestyle diseases globally was topmost in our list of priorities. And how would we do this? Being an agricultural company with a rich heritage and grounding in crop husbandry, we needed to identify a crop which would offer health benefits to the consumers and Avocado was an easy pick from a range of other crops to supplement the core businesses of tea and coffee, which are also health beverages, given that avocados do well in most of our Kenyan climate.

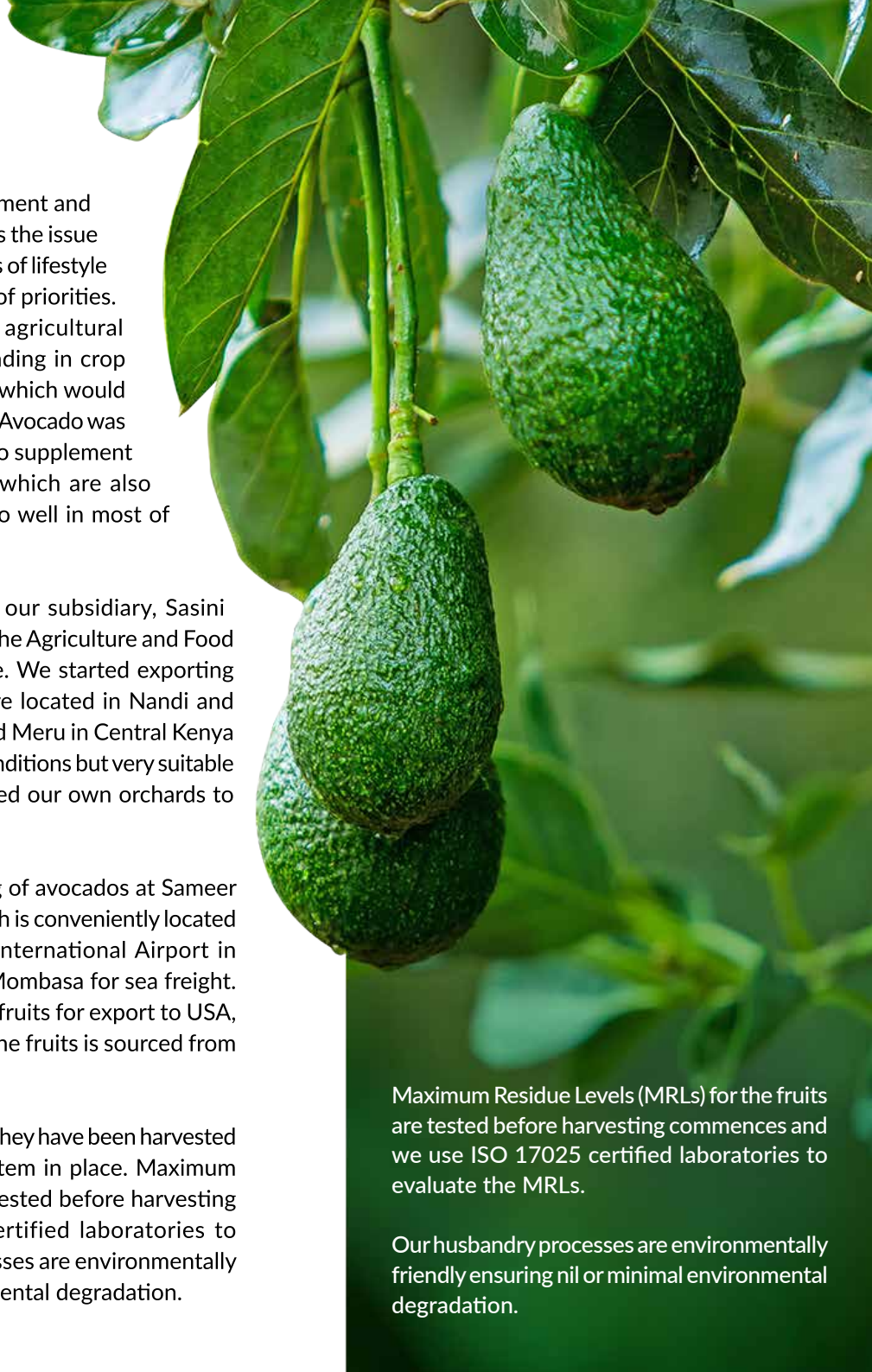
The Avocado line of business is run by our subsidiary, Sasini Avocado EPZ Ltd, a bona fide licensee of the Agriculture and Food Authority, Horticultural Crop Directorate. We started exporting avocados in 2017. Our nucleus farms are located in Nandi and Kipkebe in the Rift Valley, and in Nyeri and Meru in Central Kenya Highlands which have different climatic conditions but very suitable for growing of Avocados. We have planted our own orchards to enhance and sustain production.

Sasini Avocado EPZ Ltd does the packing of avocados at Sameer Industrial Park along Mombasa Road, which is conveniently located for easy access to the Jomo Kenyatta International Airport in Nairobi for airfreight and to the port of Mombasa for sea freight. The company processes and markets the fruits for export to USA, Canada, Europe and Asia. About 50% of the fruits is sourced from our out-growers.

Our fruits are traceable to the fields where they have been harvested as we have an elaborate traceability system in place. Maximum Residue Levels (MRLs) for the fruits are tested before harvesting commences and we use ISO 17025 certified laboratories to evaluate the MRLs. Our husbandry processes are environmentally friendly ensuring nil or minimal environmental degradation.

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AVOCADO

PACKAGING SPECIFICATIONS

We specialize in packing two of the most popular varieties of avocados – the Hass and the Fuerte Avocados. Other varieties like the Pinkerton and Jumbo are packed as per demand by specific markets.

Avocado is the fruit of the avocado tree, scientifically known as Persea Americana. The avocado fruit is a unique fruit and has become an incredibly popular food among health-conscious individuals. Numerous studies show that it has powerful health benefits.

It is often referred to as a superfood, given its many health properties. The fruit is a great help in weight loss and promotes a healthy heart.

Avocados are very nutritious and contain a wide variety of nutrients, including 20 different vitamins and minerals, many of which are lacking in many varieties of modern diet. Avocados are an excellent food with very delectable taste.

PACKING IS DONE ACCORDING TO EU AVOCADO SPECIFICATIONS BELOW:

SIZE	MINIMUM WEIGHT / MAXIMUM WEIGHT PER PIECE
12	300 g - 371 g
14	258 g - 313 g
16	227 g - 274 g
18	203 g - 243 g
20	184 g - 217 g
22	165 g - 196 g
24	151 g - 175 g
26	144 g - 157 g (in 10 kg)
28	134 g - 147 g (10 kg)
30	123 g - 137 g (10 kg)

TEA & COFFEE

RETAIL



TEA & COFFEE

RETAIL

Sasini packs the best and finest blends of tea and coffee from its own estates, and distributes these into the local market to help enhance the livelihoods of Kenyans.

OUR OFFERINGS;

TEA:

1. Sasini Gold Tea
packed loose + tea bags
2. Sasini Classic Tea
packed loose + tea bags

COFFEE:

1. Sasini Instant Coffee
2. Sasini Kahawa Kamili - Ground

OTHER OFFERINGS INCLUDE;

1. Sasini Premium
2. Kahawa No.1



These brands are also available for export markets on enquiry

EXPORT PROCESSING ZONE



Ambitious to grow the local and national economy, the company excised 20 Acres of its land in Kiambu near Nairobi, to set up an Export Processing Zone (EPZ) to enhance the export of industrial and commercial goods/products and tap into the advantages offered by an EPZ, which are operation in a barrier free environment and long tax holiday/ exemption.

The other benefits offered by an EPZ are the creation of jobs and income generation, development of labour skill sets, foreign direct investment, transfer of technology and expansion of growth from foreign exchange earnings through non traditional exports.

ECONOMIC AND SOCIAL PROGRAMMES

WITH FARMERS AND OUR EMPLOYEES

We have over **10,000** small holder farmers who supply us Green Leaf Tea, Parchment Coffee, Avocado and Macadamia. The partnership with the farmers is of a symbiotic nature and very important to us since they contribute to almost 50% of our required factory throughput and hence generate income for farmers, which directly or indirectly supports about 40,000 family members and helps sustain the local economy.

The farmers also access farm inputs, fertilizers, seeds, chemicals, advances and technical support conveniently from us to help them improve their yields and sustain their farming activities.

To enhance our mutual benefit, our farms and by extension, those of our small scale growers have obtained the following certifications :-

1. Rainforest Alliance
2. C.A.F.E Practices

These have not only enabled our produce to attain international standards but also achieve premiums on the produce, which benefits both us and the out growers.

As mentioned in this document and in fulfilling our corporate citizenship role, we will continue to undertake the corporate social activities which include building and financially supporting schools and hospitals, supplying clean water for both farmers and workers, as well as day care centers / crèches for nursing mothers in the employment of the company are among the other programs that we undertake.

We also have Farmers' Open days, which are events that we have engendered into our annual programme of activities where we interact and discuss with farmers on :-

- Better agricultural practice;
- Reforestation programme and;
- Environment and safety programmes
- We have also extended use of technology through mechanized tea harvesting to some of our out-growers who have opted for this mode of harvesting

We believe the above programmes will improve the livelihoods of our farmers and sustain our business going forward.

SASINI

STAFF

Sasini's Corporate Social Investment is focused on ensuring that it provides its large workforce with quality life on its estates. In this regard, emphasis has been laid on quality housing, education and health care services. Sasini's housing policy ensures that workers live in healthy conditions in order to provide their best at work. Sasini ensures that it takes the best possible care of its labour force. In this regard, we provide staff housing for all workers and their families on the estates.

Social amenities are available in each estate including grocery shops, barber shops, maize milling facilities and staff clubs for after-hours entertainment.

Significant social investment has also been made in ensuring that quality healthcare is provided to all staff. The company maintains a well-equipped medical centre with in-patient and out-patient treatment options. It also maintains three satellite dispensaries with well-trained medical personnel and a diagnostic laboratory. The facilities also have ambulances on standby in case critical cases need to be transported to larger health facilities.

Education is the most important investment we can make in the lives of our staff. Sasini has therefore constructed four excellent primary schools and a first class high school, and continues to support them on an ongoing basis.

We also ensure that we provide pre-school opportunities for the younger children and in this regard we have established six day care centers in our tea estates where toddlers are kept busy and fed on a daily basis as their parents work.

Sasini also has a clear policy on Child labour and all employees have been sensitized to the policy. The company does not under any circumstances employ children in any capacity whatsoever.

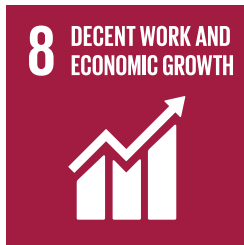
We are deeply committed to advancing humanity and safeguarding the Earth by being compliant with Global Sustainable Development Goals.

SUSTAINABILITY

SUSTAINABLE DEVELOPMENT GOALS

Sasini PLC acknowledges that it's sustained business success is dependent on nesting the business harmoniously with the society in the environment it operates in.

To this end, we have chosen **9 SDGs** that we feel we can strongly drive to help contribute to our aim of being an industry leader and a strong voice for sustainability. These are:



Sasini PLC is a participating member of the United Nations Global Compact through Global Compact Network Kenya. This affiliation has enabled us to consciously drive the above goals through the ten (10) UNGC principles while remaining supportive of all the seventeen (17) Sustainable Development Goals (SDG's)

Sasini

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