

2025



Annual Financial Results

Your
story
matters



Agenda

1

**Operating
Environment**

2

**Business
Overview**

3

**Financial
Performance**

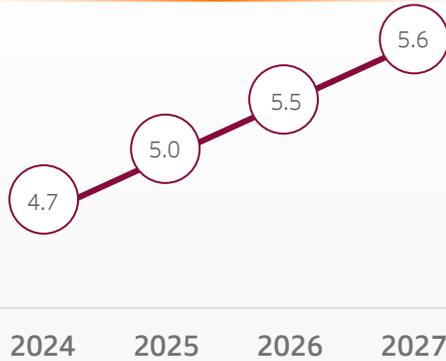


Abdi Mohamed
Managing Director and
Chief Executive Officer

Operating Environment

Economic Overview: Kenya's macro-economic environment remains resilient driven by an accommodative monetary policy, sectoral recovery, moderated inflation, currency stability and sustained GDP growth

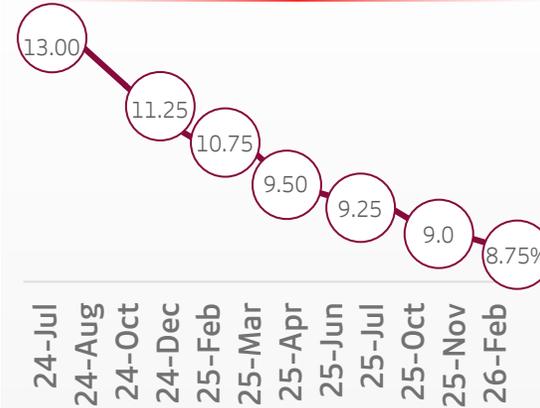
Resilient GDP growth



Upgrade of Sovereign Rating

Agency	Previous	Current
Moody's	Caa1 Positive	B3 Stable ↑
S&P	B- Negative	B Stable ↑
FitchRatings	B- Stable	B- Stable

Sharp drop in CBR



In Summary

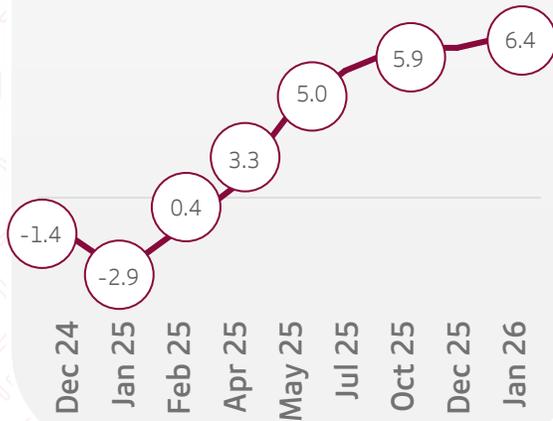
Tailwinds

- Resilient GDP growth
- Anchored inflation
- Stable currency with sufficient FX reserves
- Easing monetary policy to spur private sector credit growth
- Revised positive outlook by rating agencies driven by fiscal consolidation efforts by the government
- Revamp of the equities markets with ETFs listing and expected IPOs

Headwinds

- Sustained pressure on disposable incomes and constrained consumer purchasing power
- Increased geopolitical tensions and conflicts
- Elevated uncertainty on global trade policies
- Climate change creating unpredictable weather patterns

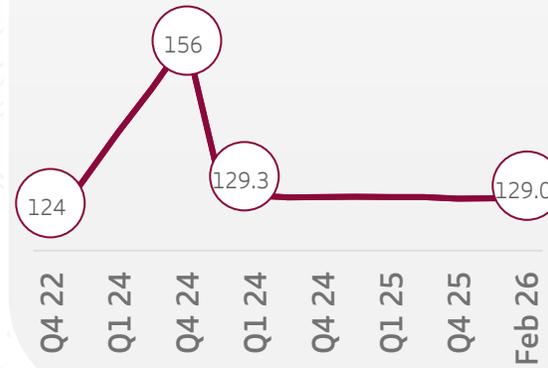
Private sector credit growth (%)



PMI



Stable Currency



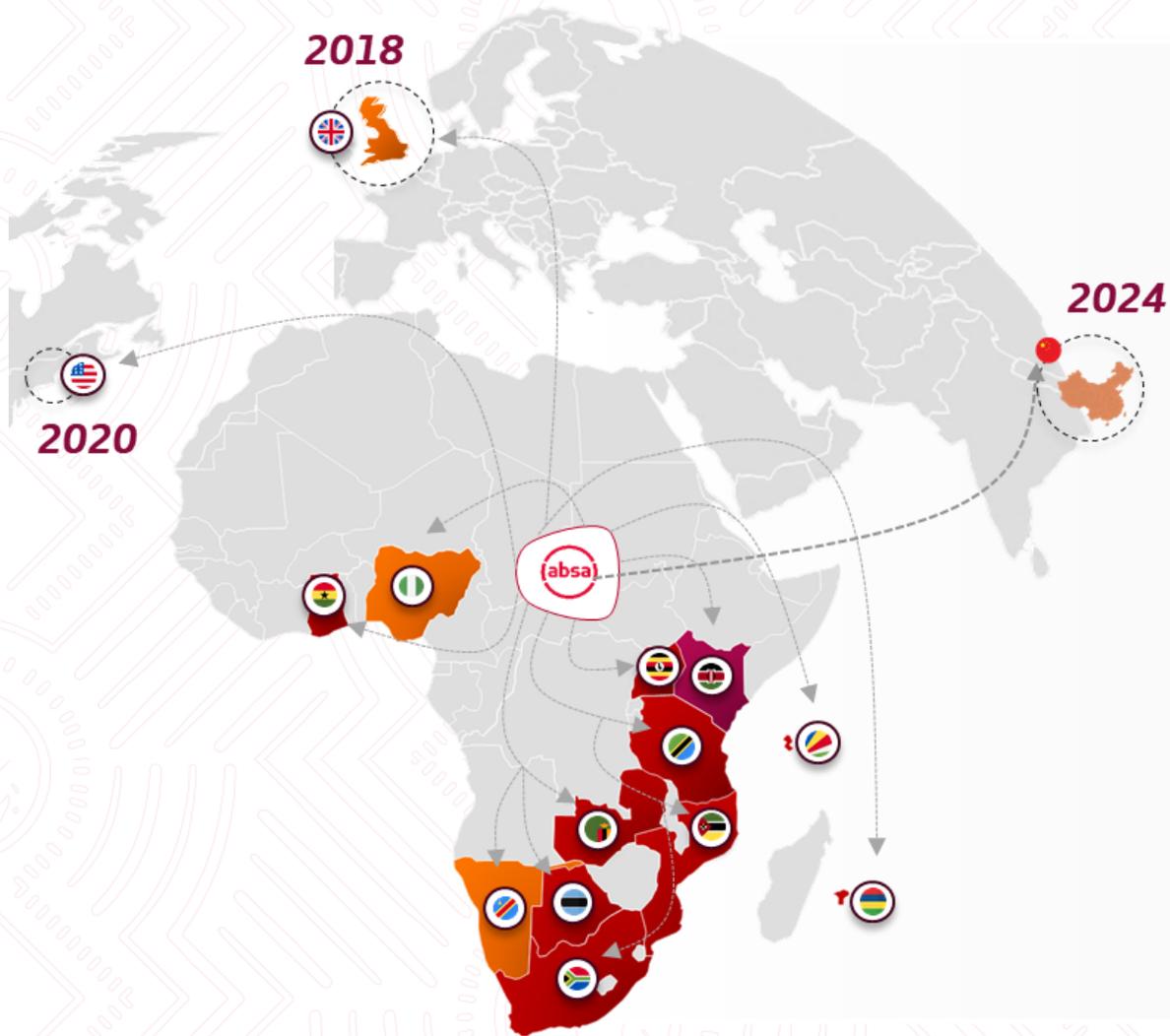


Abdi Mohamed
Managing Director and
Chief Executive Officer

Business *Overview*



Our footprint: We are part of a leading Pan African financial institution with global reach



Absa Group

 1,016 Branches	 139,436 POS	 >36, 000 Employees
 6,347 ATMs	 12 Countries in Africa	 3 Representative Offices

Absa Kenya

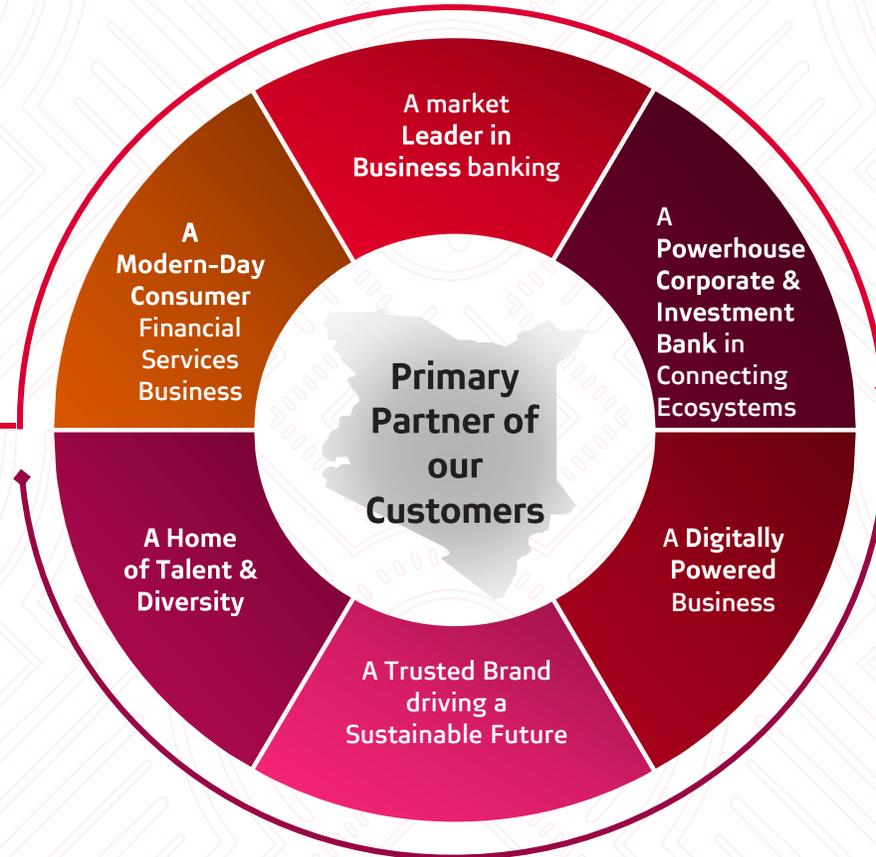
 89 Branches	 20,749 POS	 >2,000 Employees
 263 ATMs & CDMs	 538 billion Total Assets	 8,060 Agents

Our Strategy Overview: We are in the fourth year of our five-year strategic cycle 2023 - 2027

Our purpose: Empowering Africa's tomorrow, together... one story at a time

3 Priorities

- 1. A modern-day consumer business** – Shift the business focus from being product-led to customer segment-led
- 2. A market leader in business banking** – Expanding into priority sectors by offering relevant services to our clients boosting product holding and revenue per customer
- 3. A powerhouse in corporate and investment banking**– Refocus our Ecosystem Model to capture the entire value chain of opportunities within Absa



3 Enablers

- 1. A digitally powered business** – Modernize our core technology infrastructure, digitize customer journeys and ensure seamless customer experiences across all interaction points
- 2. A Trusted Brand** – Build our brand affinity with our clients and employees while being a Force for Good in the society
- 3. A Home of Talent & Diversity** – Cultivating a conducive culture that fosters innovation, motivation and engagement among the workforce



Our Strategic Execution: We made significant progress in executing our key strategic priorities and initiatives, delivering strong and commendable results



A modern-day Consumer financial services business

We accelerated the execution of our segment-led business strategy, while sharpening our product excellence

- Revamped our Premier and Prestige offerings including launch of our Wealth Management proposition (exponential growth in our assets under management to over Kes 46 Billion)
- Expanded distribution through physical and digital channels, resulting in improved efficiency and growth in customer numbers
- Double-digit growth of our digital lending proposition “Timiza” business to drive our revenue diversification strategy
- Launched new card offerings including new Visa Infinite Metal debit and credit cards with seamless MPESA integration, LaRiba credit cards, revamped virtual prepaid cards, among others
- Sustained market leadership in bancassurance, ranking #1 in profitability
- Improved market position in our asset management business, ranking #3 in money market funds



A market leader in Business Banking

We have expanded into priority sectors by offering relevant services to our clients boosting product holding and revenue per customer

- Doubled businesses in ecosystem platform delivering 18X growth in lending drawdowns
- Celebrated 20 years of Islamic Banking and hosted the first Annual Islamic Conference
- Over 40,000 SMEs impacted through our capacity building initiatives
- +250% growth in settlements through Absa Pay SME Merchant solution (“Lipa na Absa”)
- Enhancement of Shariah-compliant banking solutions
- Launch of the Business Credit Card to support business cashflow



Our Strategic Execution: We made significant progress in executing our key strategic priorities and initiatives, delivering strong and commendable results



A powerhouse
Corporate & Investment
Bank in connecting
ecosystems

Executed several large, landmark deals for our clients

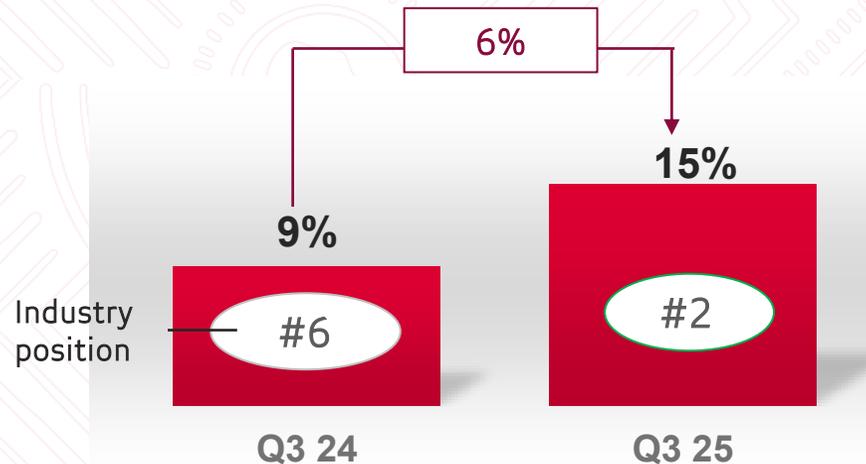


EABL Medium Term Note corporate bond (152% oversubscribed)

SunKing solar securitization landmark deal

Bamburi-Holcim acquisition transaction

Significant market share gain in FX income



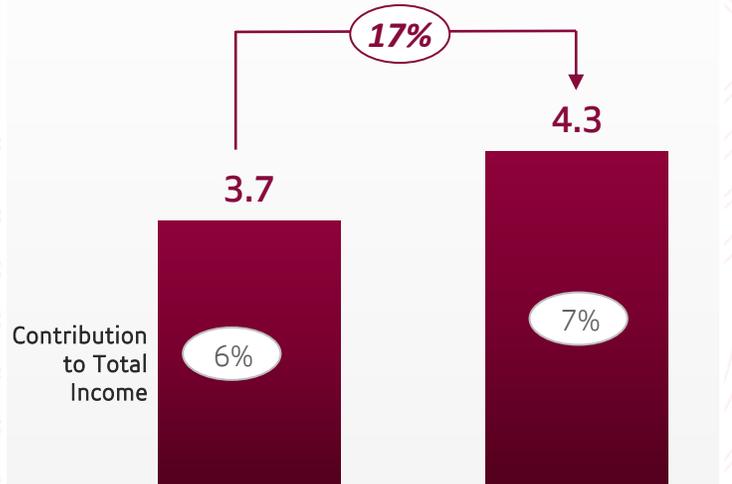
- Absa Kenya served as East Africa Breweries Limited’s financial advisor on the \$3 billion acquisition of Diageo’s 65% controlling stake in EABL by Asahi Group Holdings
- Investment in digital payment solutions including over 10% market share in government payments
- Leading commercial property financier across the region
- Our core FX business volumes have scaled at an accelerated pace, driven by strong client adoption of our digital “Personalized FX” platform
- Our “Emerge” business client solutioning has been notably strong across both risk management and yield enhancement solutions.
- Dual listing of the Satrix MSCI World ETF on the NSE, enabling local investors to access global markets through our cross-border expertise



Accelerated New Businesses growth: Our investments in new businesses continue to drive our revenue diversification strategy thereby future-proofing our business and delivering market-leading performance

New Businesses income growth

(In KES bn unless stated otherwise)

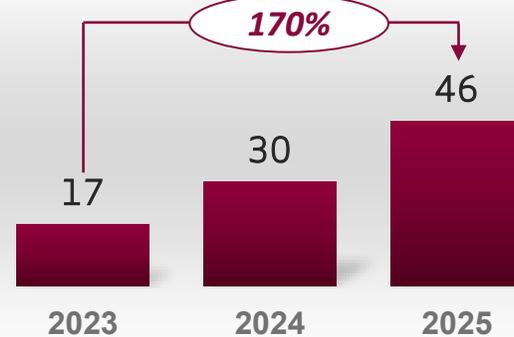


Revenue performance year-on-year

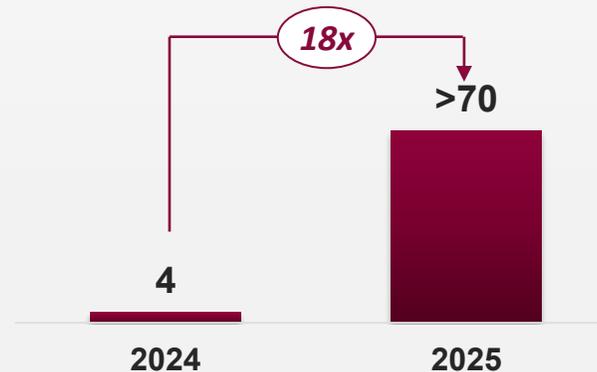
+97% in Asset Management	+37% in Bancassurance
+19% in Timiza	+44% in Brokerage

Accelerated growth of assets under management and custody businesses

Assets under Management (KES Bn)



Assets under Custody (KES Bn)



Delivering market-leading performance

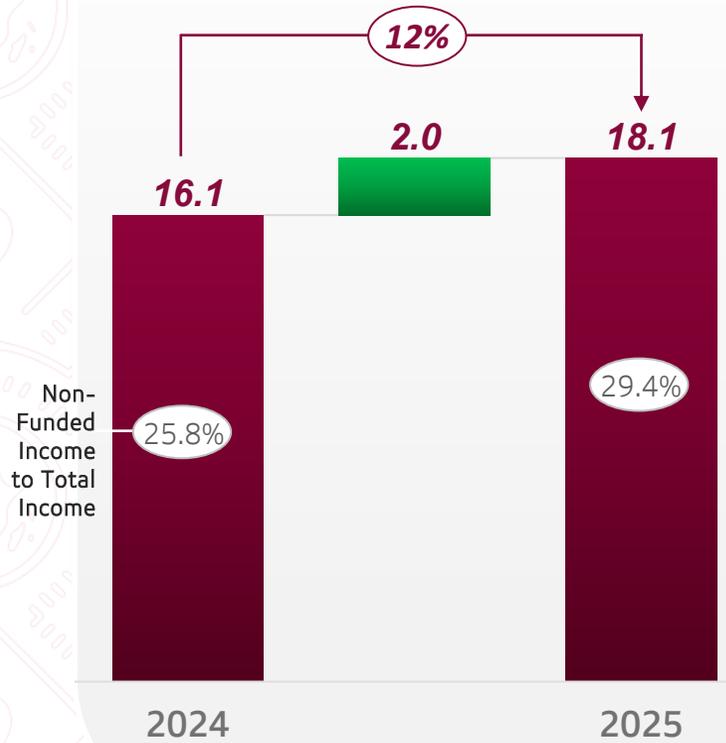
- ➔ Number #1 in Bancassurance by profitability
- ➔ Number #3 in Money Markets Fund (from #26 two-years ago)
- ➔ Over Kes 46 billion assets under management (53% growth YoY) fastest growing investment business
- ➔ Number 3 in Brokerage Bonds trading
- ➔ Over KES 70 billion in assets under Custody

Digital Banking: We continue to make significant investments in our digital platforms to accelerate growth of our diversified non-funded income and we are gaining market share in our chosen strategic battle-grounds

Diversification towards non-funded income

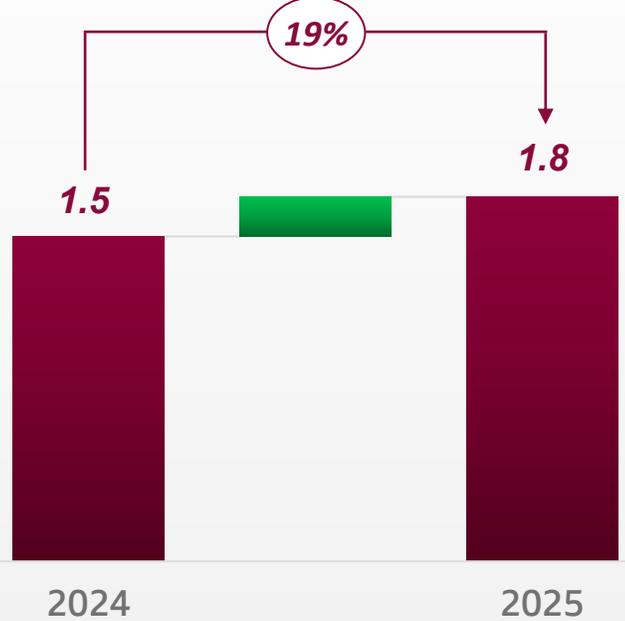
(In KES bn unless stated otherwise)

Non-Interest Revenue



Sustained momentum in our digital lending (“Timiza”) business

Digital Lending Revenue



- **AI Investment and Adoption** across digital lending, cyber security, trade finance operations, data-led sales, predictive analysis and staff training.

We are accelerating adoption and digitization of our processes

Digitally active customers



Corporate and Investment Bank



Consumer and Business Banking



Transactions on alternate channels



Back-office process automation
(2x growth in manhour savings to over 80,000 hours)

Building a trusted Brand: We continue to elevate Absa's positive impact on our customers, communities and the environment, further deepening stakeholders trust and growing brand consideration



Key sustainability highlights



KES 49 bn

Inclusive financing



Kes 6.5 bn

Climate financing



300,000

Youths trained
Ready2Work



1.7 Mn Trees

Grown since program
launch

Key brand performance highlights



**Bank of the Year
award 2025 by
the Banker**

**No.
1**

**Most
reputable bank**

↑15%

**Growth in
brand
consideration**

**No.
1**

**Improved
Bank in CX by
KBA**

- ✓ **Best Sustainability Report** – Green Climate Finance category.
- ✓ **Social Innovation Impact Award** – e-waste management innovation.
- ✓ **Best Contact Center** by the Institute of Customer Experience Kenya
- ✓ **East Africa CFO Awards 2025 - Compliance and Governance Award**
- ✓ **Overall FiRe Award Kenya Overall Winner Banks and Listed Companies**
- ✓ **Agency Banking** by Think Business Awards

Our Leading Employee Value Proposition: We are building a home of talent and diversity while driving a high-performance and innovative culture as demonstrated by our 'Top Employer' certification for the fifth consecutive year

Certified 'Top Employer' for the 5th consecutive year by the Top Employers Institute



- Our Employee Value Proposition is grounded in our values-led culture — Trust, Resourcefulness, Stewardship, Inclusion and Courage.
- We have invested in creating a fun and exciting workplace environment where every colleague is valued, empowered, and inspired

Building a home of talent and diversity while driving a high-performance and innovative culture



Colleague Experience Score (from 70.0 in 2024)



Colleague Benchmark Score (Banking Industry: 77%)



Top talent retention across the bank. We continue to attract and develop talent aligned to our strategy

We are supporting our colleagues to achieve their career aspirations

- **Leadership Development:** 149 colleagues promoted and seconded for career growth as we continue to invest in women in leadership and succession planning programs.
- **Diversity and Inclusion:** 48% male to 52% female workforce with leadership at 55% Male to 45% Female and onboarded over ten differently-abled staff advancing workplace inclusivity.
- **Talent Development:** Over 46,000 hours in learning through Absa Learning Week program and over KES 120 million investment in 70+ leaders through accelerated learning programs
- **Diving an innovative and agile culture:** Over 80 ideas contributed through our Staff Innovation Hub and Hackathon Week held in September 2025.



Yusuf Omari
Chief Financial
Officer

Financial *Performance*

Bolstered balance sheet: Growth in our strategic focus areas leveraging our strong customer franchise

Customer Deposits

(In KES bn unless stated otherwise)

Focus on **optimizing our deposits structure** to lower our cost of funding

Customer Loans and Advances

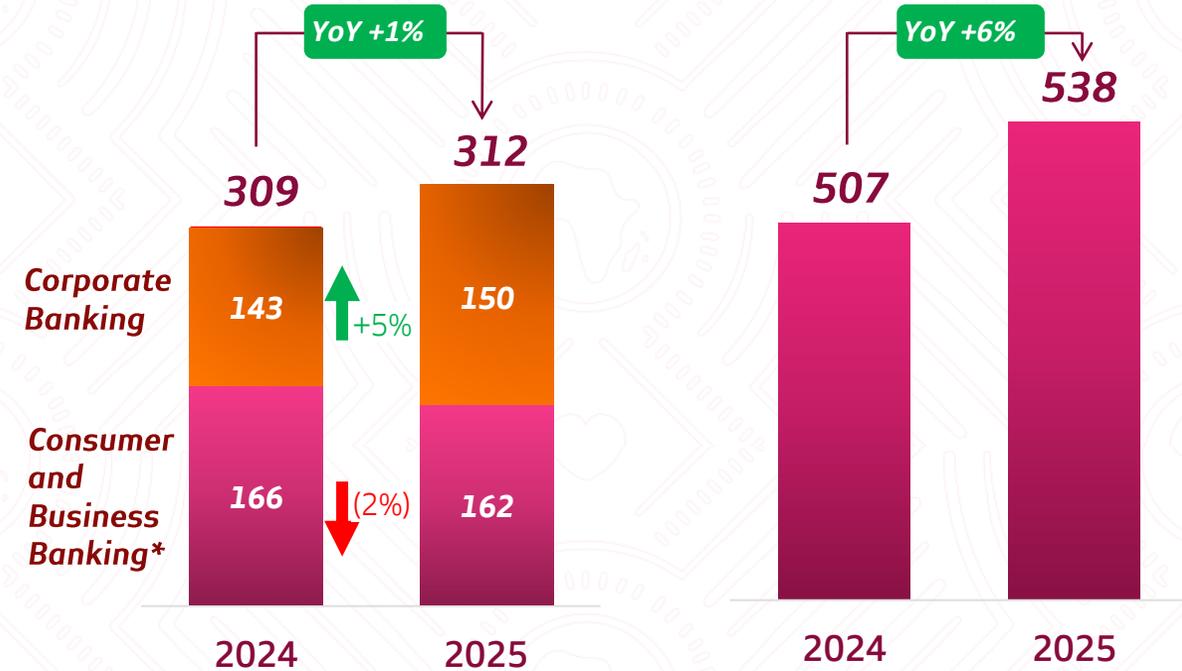
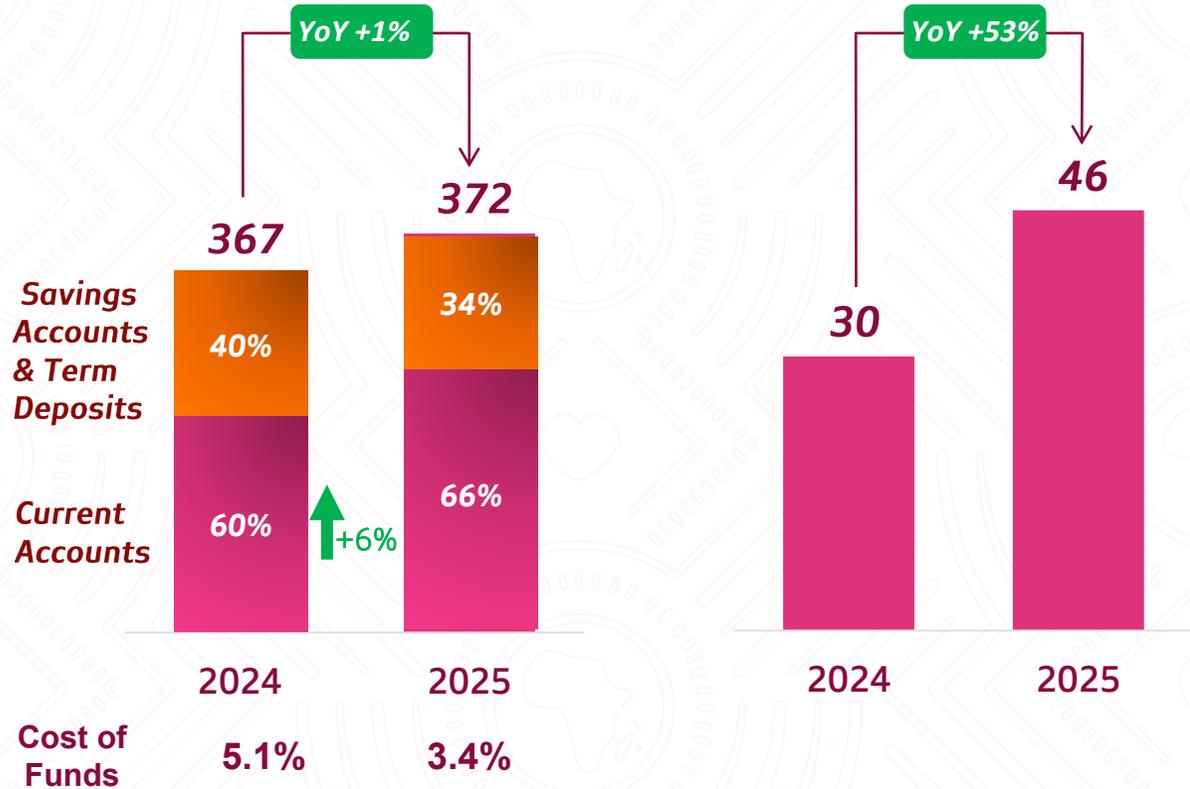
Accelerating balance sheet momentum across our strategic focus sectors

Customer Deposits

Assets Under Management

Customer Loans

Total Assets



*Customer assets declined for Consumer and MSMEs due to sustained pressure on disposable incomes

Your story matters



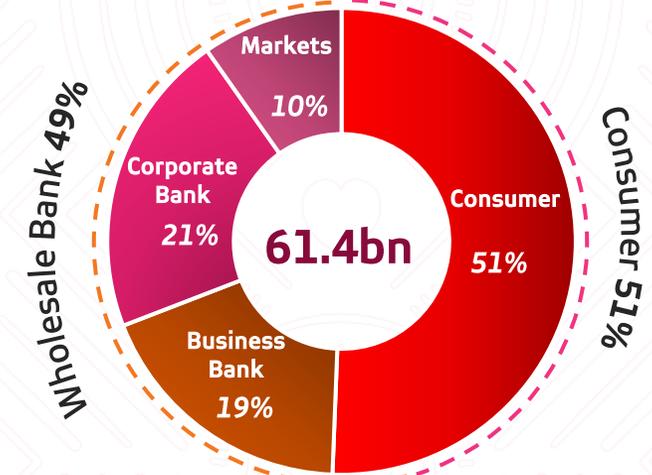
Momentum in revenue: A well diversified business with investments in new revenue streams driving performance

Revenue Diversification: NII and NFI

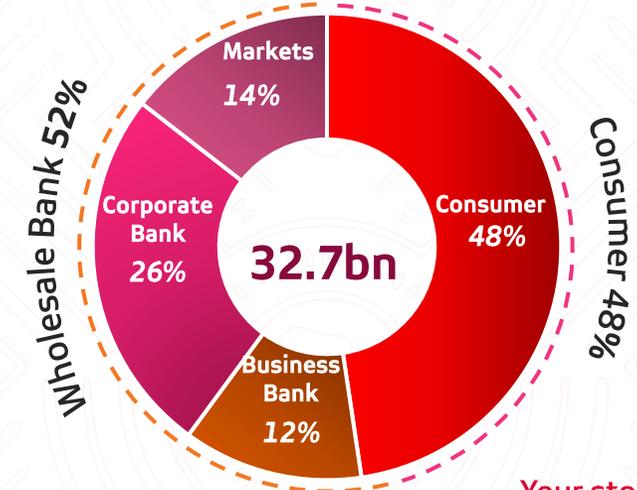
(In KES bn unless stated otherwise)



Revenue Diversification by business



Profitability Diversification by business



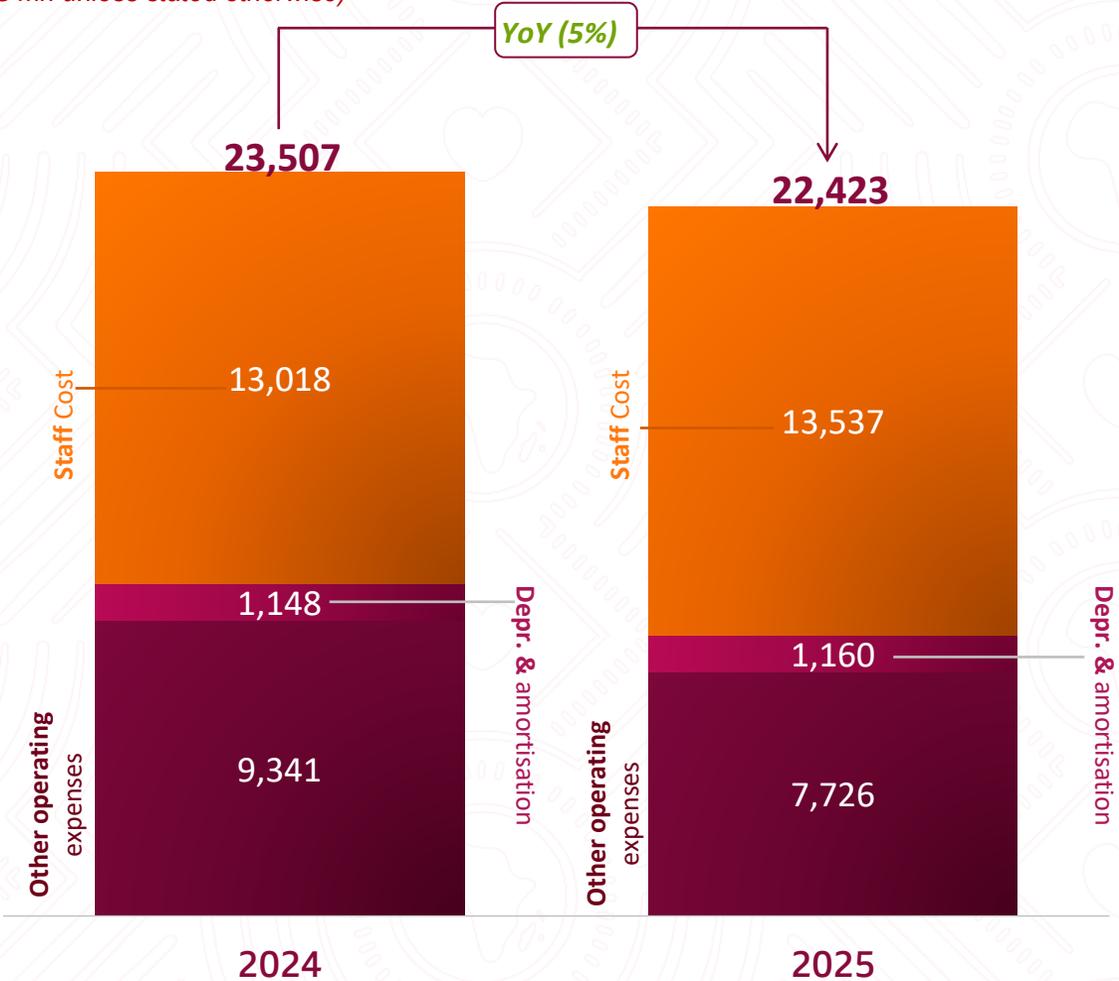
Your story matters



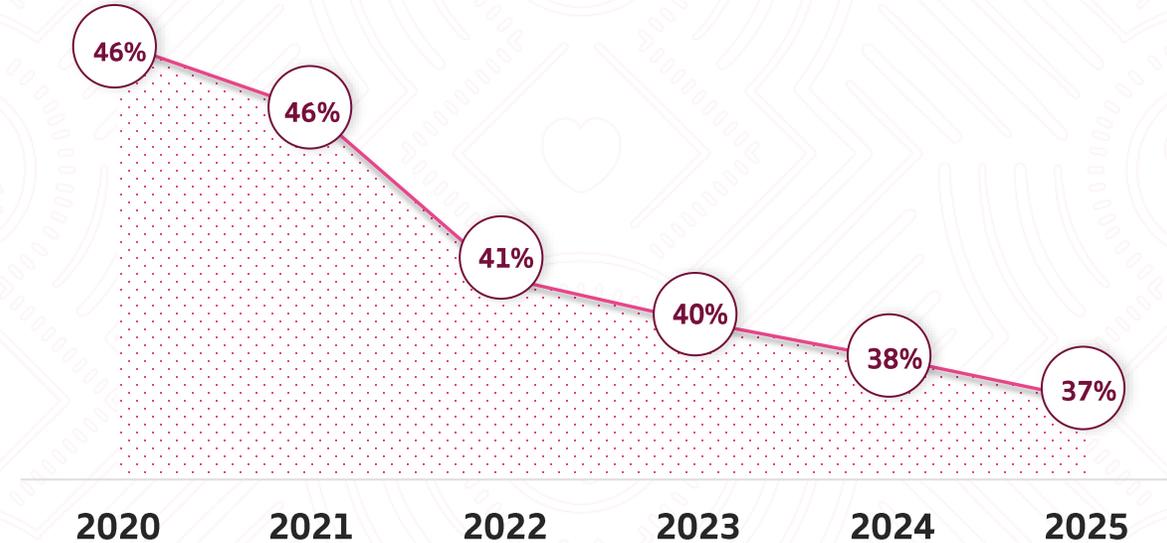
Sustained improvement in efficiency: Sustained efficiency levels driving down total costs while we continue to make strategic investments for future growth

Total Costs reduction

(In KES mn unless stated otherwise)



Improved Cost to Income Ratio



	2024	2025
Technology Investments	KES 1.28 bn	KES 1.16 bn
Digitization level %	65%	71%

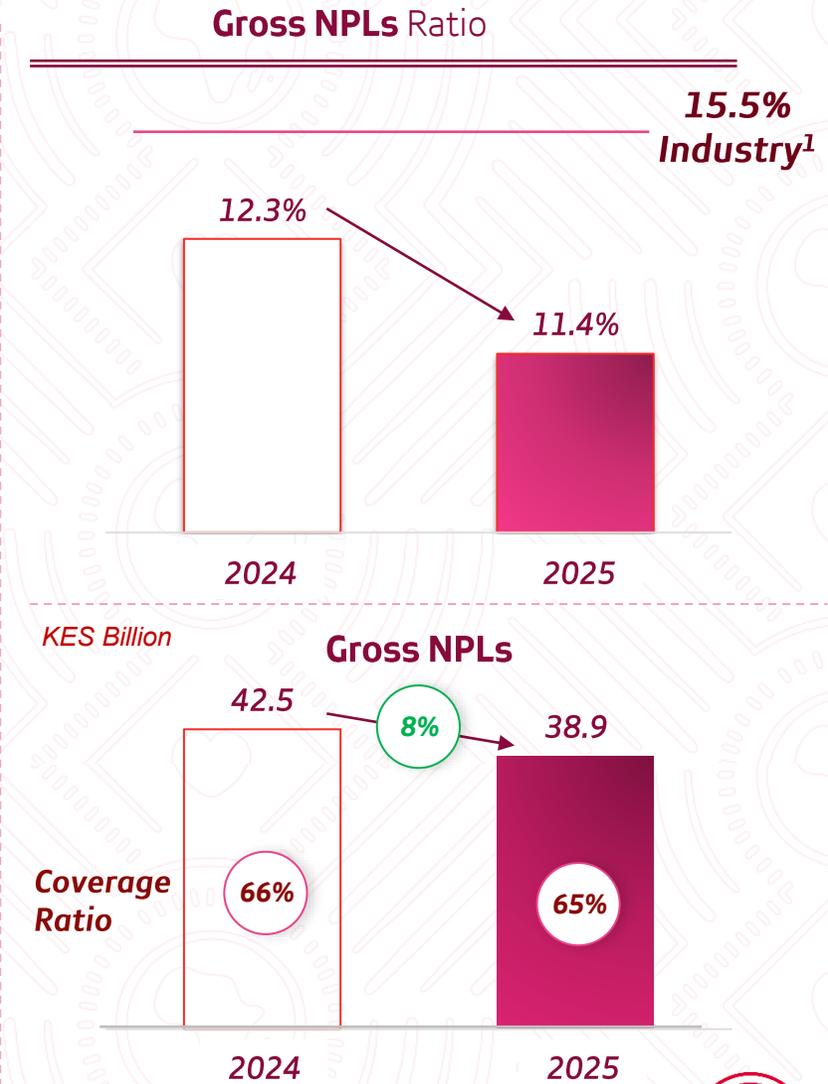
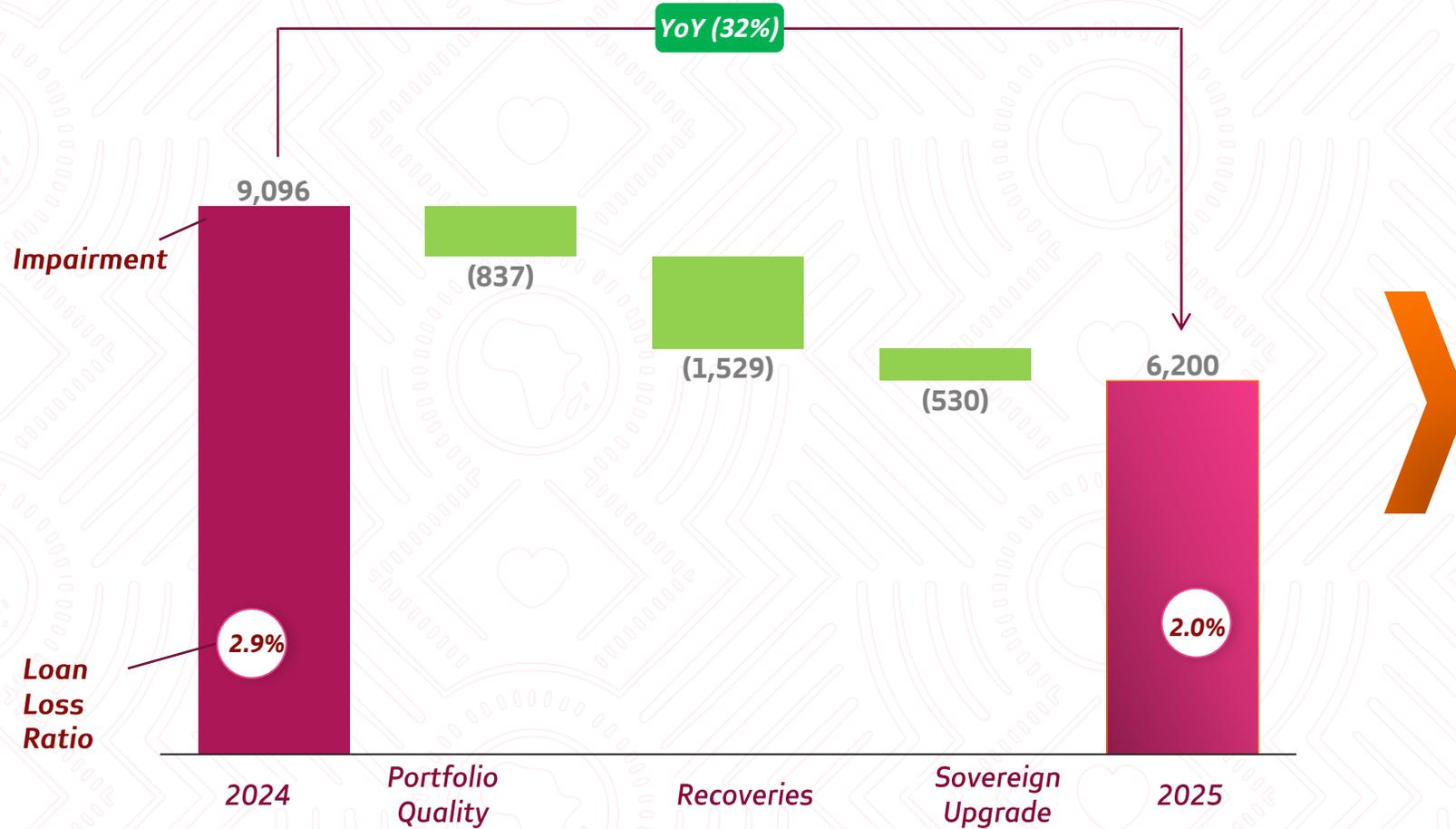
Your story matters



Portfolio quality: Sustaining quality while maintaining a robust balance sheet in a tough operating environment

Impairments reduction driven by improved portfolio quality and rigorous collection efforts

(In KES mn unless stated otherwise)



Notes
1. Industry gross NPLs (Non-Performing Loaning) as at Jan 2026.

Your story matters



Resilient performance despite a complex operating environment: Double-digit growth in profitability

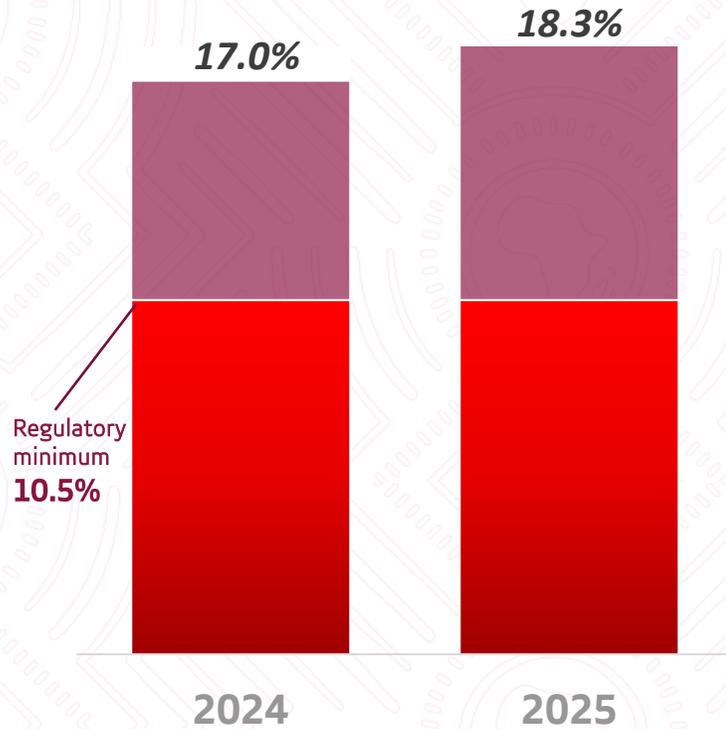
P&L Indicators (Kshs bn)	2024	2025		YoY
Income	62.3	61.4	↓	(2%)
<i>Net Interest Income</i>	46.2	43.3	↓	(6%)
<i>Non Funded Income</i>	16.1	18.1	↑	12%
Operating Costs	(23.5)	(22.4)	↓	(5%)
Impairment	(9.1)	(6.2)	↓	(32%)
Profit Before Tax	29.7	32.7	↑	10%
Profit After Tax	20.9	22.9	↑	10%
Balance Sheet (Kshs bn)				
Customer Assets	309.1	312.2	↑	1%
Government Securities	97.1	115.1	↑	19%
Customer Liabilities	367.1	372.4	↑	1%
Total Assets	506.5	537.6	↑	6%

Delivering resilient performance: Our efficiency metrics continue to improve while delivering accelerated growth on our non-funded income ensuring that we deliver sustainable returns to our shareholders

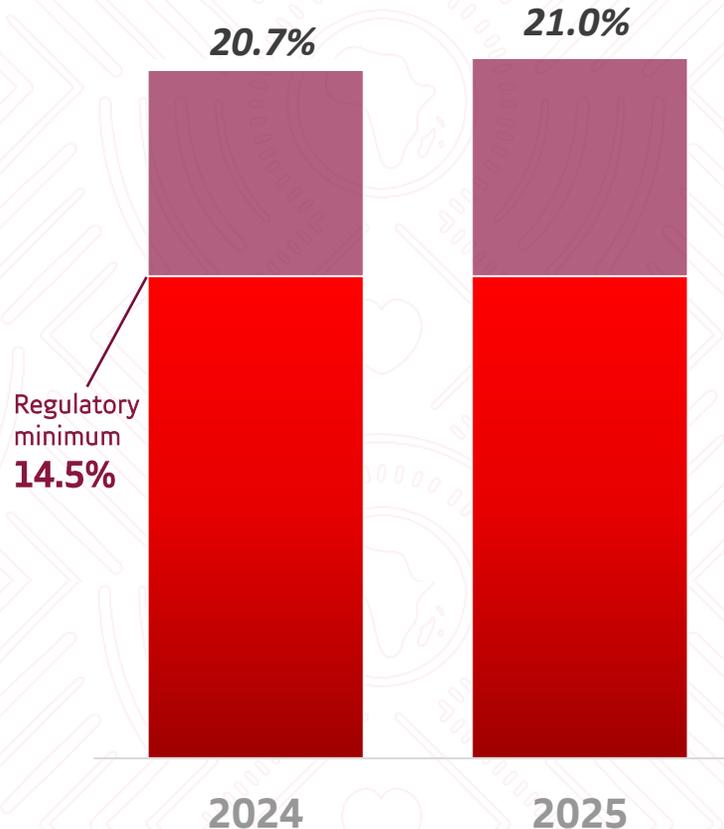
Indicators	2024	2025		Commentary
Cost to Income Ratio	37.7%	36.5%	↓	Talent and technology investments (120 bps)
NFI/Total Income	26%	29%	↑	Investments in payments business and growth in transactions
Loan Loss Rate	2.9%	2.0%	↓	Decreased due to robust collection strategies
Coverage	66%	65%	↓	Prudence in credit risk management
Loan to Deposit Ratio	84%	83%	↓	Increased lending to customers
Core Capital Ratio	17.0%	18.3%	↑	Strengthened financial position
Total Liquidity Ratio	42.5%	45.6%	↑	Growth in deposits and government securities
Return on Equity	24%	23%	↓	Ahead of our plan (cost of equity+5%)

Strong capital and liquidity ratios: Providing capacity to support growth ambition and future capital distribution

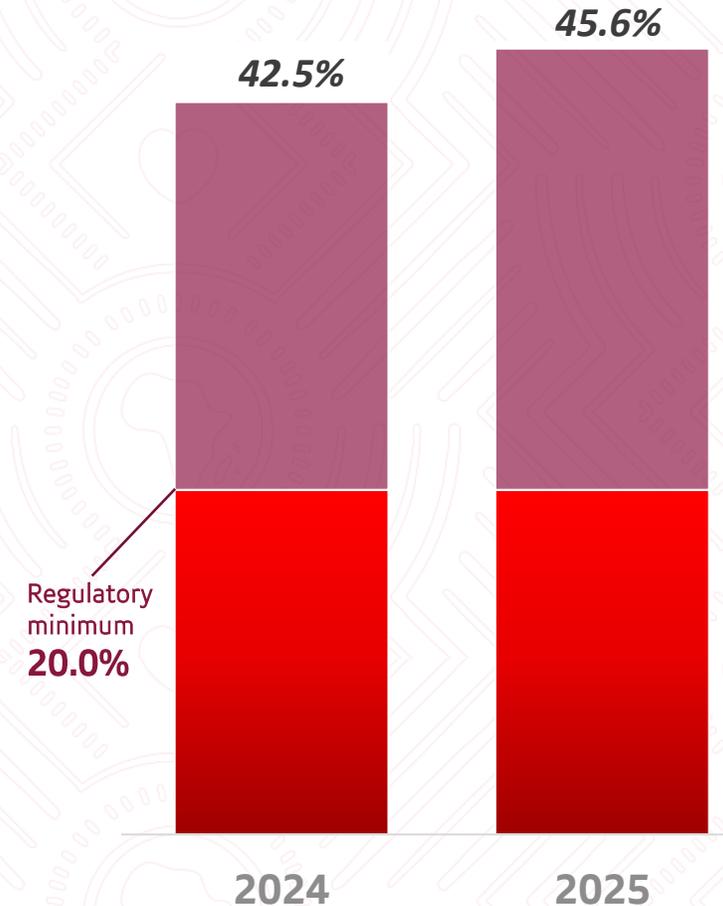
Core Capital Ratio



Total Capital Ratio



Liquidity Ratio



■ Buffer ■ Regulatory Minimum





Yusuf Omari
Chief Financial
Officer

Guidance

Guidance: Our strategy supports a positive medium-term guidance

Principal Financial Metrics	...Medium Term Target
 Accelerated Growth	Sustainable growth in balance sheet
 Increased Efficiency	Cost-To-Income Ratio of low 40% ^s
 Sustainable Shareholder Returns	Return on Equity above our Cost of Equity by 5%
 Resilient Balance Sheet Quality	Better than industry average portfolio quality



Abdi Mohamed
Managing Director and
Chief Executive Officer

Conclusion

Recap: Our strategic roadmap continues to anchor our key strategic priorities and execution to drive sustainable performance

2025 performance highlights

<p>Income 61.4bn (2%)</p>	<p>Profit After Tax 22.9bn +10%</p>
<p>Customer Assets 312bn +1%</p>	<p>Customer Liabilities 372bn +1%</p>
<p>Cost to Income 36.5% (120bps)</p>	<p>Return on Equity 23% (Above COE+5%)</p>

With clear execution focus areas in the medium-term

CUSTOMER-LED GROWTH

- | Build segment-led customer value propositions and capabilities
- | Optimize our relationship management model
- | Drive a differentiated brand and customer experience

DRIVE EXCELLENCE

- | Optimize cost structures
- | Operating model re-alignment
- | Digitize workflows and streamline operations

DIVERSIFIED BUSINESS

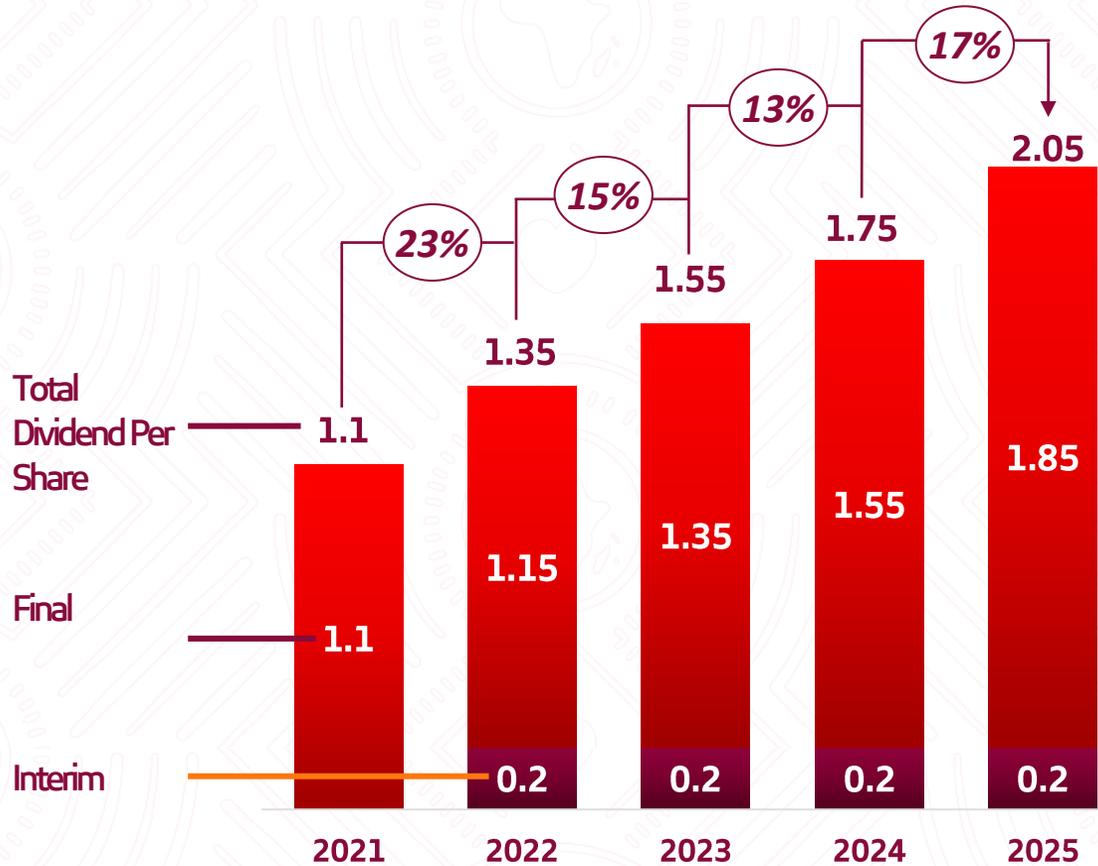
- | Drive sector specialization by building capabilities in priority sectors
- | Scale our ecosystem model
- | Grow our NFI and new businesses contribution

NEW GROWTH OPPORTUNITIES

- | Build and scale next-generation platform (Digital)
- | Build top-end of Affluent (Private Banking)
- | Strategic Partnerships

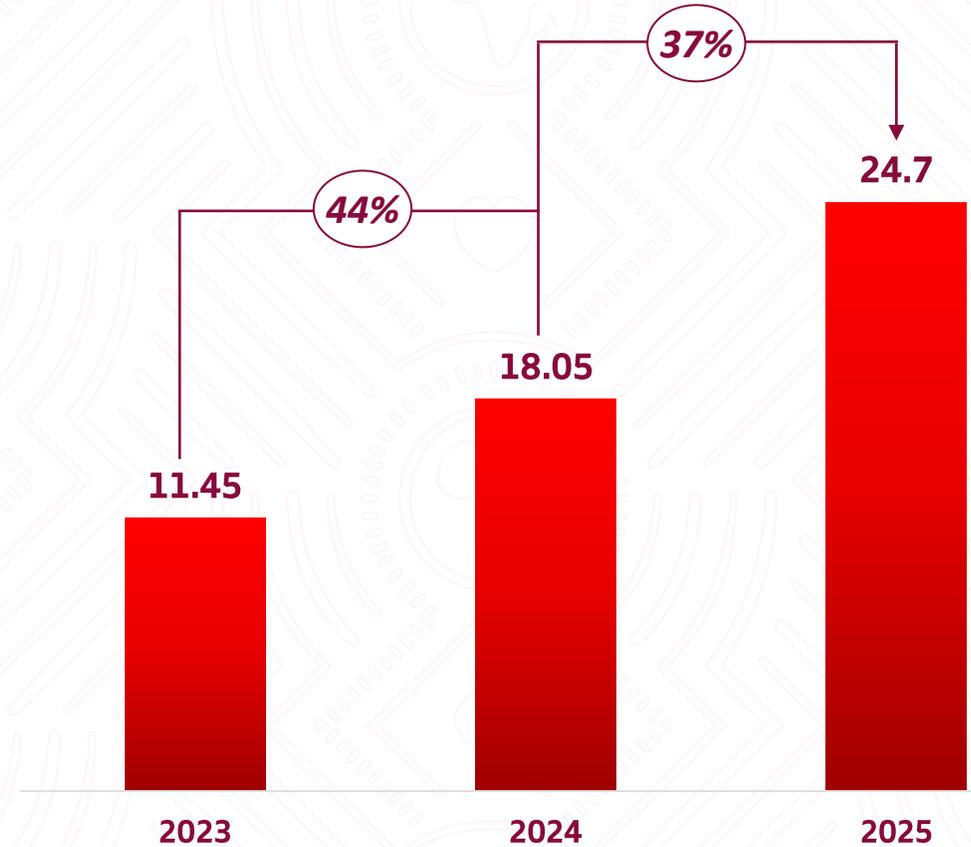
For our shareholders: We remain committed to continue delivering sustainable returns to our shareholders

Dividend Performance



The Board of Directors has approved a final dividend of KSh 1.85 per ordinary share, to be paid on or about Tuesday 19 May 2026 to shareholders on record as of 30 April 2026.

Share Price Performance¹



Market Capitalization 62 bn | 98 bn | 133 bn



(Disclaimer)

Forward-looking statements

Certain statements in this document are forward looking that relate to, among other things, the plans, objectives, goals, strategies, future operations and performance of Absa Bank Kenya PLC . Words such as “anticipates”, “estimates”, “expects”, “projects”, “believes”, “intends”, “plans”, “may”, “will” and “should” and similar expressions are typically indicative of a forward-looking statement. These statements are not guarantees of Absa Bank Kenya PLC future operating, financial or other results and involve certain risks, uncertainties and assumptions.

Accordingly, actual results and outcomes may differ materially from those expressed or implied by such statements. Absa Bank Kenya PLC makes no representation or warranty, express or implied, that the operating, financial or other results anticipated by such forward-looking statements will be achieved and such forward-looking statements represent, in each case, only one of many possible scenarios and should not be viewed as the most likely or standard scenario.

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Thank You

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