

Questions & Answers during the Annual General Meeting held on 27th June 2025

ARAKA, NEWTON MOGAKA: *Thanks for the good work. Maybe to understand a few things: What are you doing to ensure your products are in major supermarkets in Kenya (severally I've been unable to get items like loosafe, zoe products, at Naivas and at times at quickmart)?*

Thank you for your kind words and valuable feedback.

At Flame Tree Africa, we are committed to ensuring our products are widely accessible to our customers across the country. We continuously engage with all major supermarket chains to maintain and expand our product listings.

Zoe products, including Loosafe, are currently listed in both Naivas and Quickmart outlets. However, availability may vary from branch to branch due to factors such as store-specific demand or inventory cycles. We are actively working with these retailers to improve shelf presence and ensure more consistent availability nationwide.

We appreciate your continued support and welcome any specific feedback on locations where our products are missing, as this helps us address gaps more effectively.

ARAKA, NEWTON MOGAKA: *Are the water tanks competitively priced? Plus, what's the strategy in fighting counterfeits?*

On pricing:

Yes, our water tanks—under the Roto and Jojo brands—are competitively priced. Each brand has its own pricing structure designed to cater to different market segments and customer needs. This allows us to provide quality water storage solutions for a wide range of budgets, while maintaining the durability and reliability that our customers expect.

On counterfeits:

We take the issue of counterfeit products very seriously. To combat this, we have implemented several key measures:

- **Branding and product markings:** All our tanks feature embossed brand logos and manufacturing dates to help customers verify authenticity.
- **Dealer network:** We work with authorized distributors and verified retail partners to reduce the risk of counterfeits entering the supply chain.
- **Public awareness:** We regularly advertise our official website, customer service numbers, and verified social media handles. Through these channels, we share tips on product authentication, updates on new features, and guidance on where to purchase genuine tanks safely.
- **Enforcement:** We cooperate with local authorities and regulatory bodies to report and act on counterfeit cases wherever they are discovered.

If you ever come across a suspected counterfeit or need help verifying a product, we encourage you to reach out directly.