

PUBLIC ANNOUNCEMENT

LONGHORN PUBLISHERS PLC (THE “GROUP”)

APPOINTMENT OF CHIEF FINANCE & OPERATIONS OFFICER



Mr Alfred Muia

The Board of Directors of Longhorn Publishers Plc is pleased to inform the shareholders and stakeholders of the appointment of Mr Alfred Masika Muia as the Chief Finance & Operations Officer with effect from 10 December 2025.

Mr. Muia is a finance professional with over 14 years' experience in financial reporting, budgeting, forecasting, strategic planning, and regulatory compliance. He has served in senior finance roles at Longhorn Publishers Plc and Sanofi, where he led statutory audits, implemented process automation initiatives, strengthened internal controls, and supported corporate strategy execution.

He holds an MBA (Finance), a Bachelor of Commerce (Accounting), is a Certified Public Accountant (CPA), and has a Diploma in Management of Information Systems.

The Board welcomes Mr Muia to Longhorn and is looking forward to drawing from his rich experience and expertise to drive the Company forward.

BY ORDER OF THE BOARD
SIMON NGIGI
AG. GROUP MANAGING DIRECTOR

Date: 10 December 2025

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