WPP | SCANGROUP PLC

# 2026 HALF YEAR FINANCIAL RESULTS

## UNAUDITED SUMMARY CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE PERIOD ENDED 30 JUNE 2026

| All figures in Ksh'000 | H1 2026 | H1 2025 |
|---|---|---|
| Gross profit | 539,656 | 814,565 |
| Operating and administrative expenses | (796,913) | (1,080,164) |
| **Operating losses** | **(257,257)** | **(265,599)** |
| Interest income (net of expense) | 28,136 | 92,114 |
| Other income | 12,104 | 5,002 |
| Allowance for expected credit loss | 23,268 | 1,345 |
| Foreign exchange loss | (33,773) | (6,460) |
| Loss before tax | (227,522) | (173,598) |
| Tax charge | (26,492) | (34,720) |
| Loss for the period | (254,014) | (208,318) |
| Exchange difference on translating foreign operations | (42,339) | (144,687) |
| Total comprehensive loss for the period | (211,675) | (63,631) |
| Loss attributable to: | | |
| Shareholders of the holding company | (241,360) | (197,319) |
| Non-controlling interests | (12,654) | (10,999) |
| | (254,014) | (208,318) |
| Total comprehensive (loss)/income attributable to: | | |
| Shareholders of the holding company | (202,623) | (67,204) |
| Non-controlling interests | (9,052) | 3,573 |
| | (211,675) | (63,631) |
| Basic and diluted loss per share (Ksh) | (0.56) | (0.46) |
| Number of shares (in thousands) | 432,156 | 431.156 |

## UNAUDITED SUMMARY CONSOLIDATED STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2026

| All figures in Ksh'000 | 30 June 2026 | 30 June 2025 |
|---|---|---|
| **ASSETS** | | |
| Non-current assets | 1,975,131 | 1,641,474 |
| Other current assets | 3,329,456 | 3,834,455 |
| Cash, bank and deposit balances | 503,720 | 1,145,905 |
| **TOTAL ASSETS** | **5,808,307** | **6,621,834** |
| **EQUITY AND LIABILITIES** | | |
| ***Capital and reserves*** | | |
| Share capital | 432,156 | 432,156 |
| Share premium | 4,436,532 | 4,436,532 |
| Merger reserve | 1,457,248 | 1,457,248 |
| Accumulated deficit | (2,002,248) | (1,261,535) |
| Translation deficit | (379,253) | (358,571) |
| Equity attributable to shareholders of the holding company | 3,944,435 | 4,705,830 |
| Non – controlling interests | (161,408) | (125,564) |
| Total equity | 3,783,027 | 4,580,266 |
| Non – current liabilities | 69,002 | 58,161 |
| Current liabilities | 1,956,278 | 1,983,407 |
| **TOTAL EQUITY AND LIABILITIES** | **5,808,307** | **6,621,834** |

## UNAUDITED SUMMARY CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE PERIOD ENDED 30 JUNE 2026

| All figures in Ksh'000 | Share capital | Share premium | Merger reserve | Accumulated deficit | Translation deficit | Non – controlling interests | Total |
|---|---|---|---|---|---|---|---|
| At 1 January 2025 | 432,156 | 4,436,532 | 1,457,248 | (1,064,216) | (488,686) | (129,137) | 5,274,475 |
| Loss for the period | – | – | – | (197,319) | – | (10,999) | (208,318) |
| Other comprehensive income | – | – | – | – | 130,115 | 14,572 | 144,687 |
| At 30 June 2025 | **432,156** | **4,436,532** | **1,457,248** | **(1,261,535)** | **(358,571)** | **(125,564)** | **4,580,266** |
| At 1 January 2026 | 432,156 | 4,436,532 | 1,457,248 | (1,760,888) | (417,990) | (152,356) | 3,994,702 |
| Loss for the period | – | – | – | (241,360) | – | (12,654) | (254,014) |
| Other comprehensive income | – | – | – | – | 38,737 | 3,602 | 42,339 |
| At 30 June 2026 | **432,156** | **4,436,532** | **1,457,248** | **(2,002,248)** | **(379,253)** | **(161,408)** | **3,783,027** |

## UNAUDITED SUMMARY CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE PERIOD ENDED 30 JUNE 2026

| All figures in Ksh'000 | H1 2026 | H1 2025 |
|---|---|---|
| Cash used in operating activities after working capital changes | (287,569) | (753,811) |
| Tax paid on operating income | (127,962) | (196,784) |
| Net cash used in operating activities | (415,531) | (950,595) |
| Net cash generated from/(used in) investing activities | 26,760 | (159,068) |
| Net cash used in financing activities | (22,043) | (26,516) |
| Net decrease in cash and cash equivalents | (410,814) | (1,136,179) |
| Cash and cash equivalents at the beginning of the period | 864,481 | 2,143,139 |
| Net decrease during the period | (410,814) | (1,136,179) |
| Effect of fluctuations in exchange rates | 49,639 | 134,277 |
| Cash and cash equivalents at the end of the period | **503,306** | **1,141,237** |

## MANAGEMENT OBSERVATIONS

The Board of Directors announces the unaudited results of the Group for the six-month period ended 30 June 2026. H1 2026 operating performance in line with expectations, with operating losses having reduced by 3%.

The Group continued to operate in a challenging market environment characterised by lower client spending and the full year impact of client attrition across certain key accounts. Consequently, gross profit declined by 34% to Ksh 540 million from Ksh 815 million in the corresponding period of 2025.

In response to prevailing market conditions, the Group maintained a disciplined focus on cost management and operational efficiency. Operating and administrative expenses reduced by Ksh 283 million, reflecting the benefits of restructuring initiatives implemented in 2025 and continued control over overhead expenditure.

The Group recorded a loss before tax of Ksh 228 million compared to Ksh 174 million in the prior period. The increase was primarily driven by lower gross profit and reduced net interest income in local operating markets. These impacts were partially offset by cost savings and improved collections, which contributed to a reversal in expected credit loss provisions.

Management remains focused on strengthening the Group's operational performance, enhancing cash generation, improving working capital efficiency and supporting growth in the second half of the year through investment in data, technology and AI-enabled solutions.

## ACCOUNTING POLICIES

The accounting policies adopted in the preparation of these unaudited summary financial statements are consistent with those applied in the Group's audited financial statements for the year ended 31 December 2025.

## DIVIDEND

The Board of Directors does not recommend the payment of an interim dividend for the six-month period ended 30 June 2026.

## OUTLOOK FOR THE REST OF THE YEAR

The Group is executing a focused two-year strategy aimed at restoring the business to break even by 2027 and back to profitability. The strategy is focused on stabilising revenues, strengthening commercial and cost discipline, and improving the quality and mix of revenue.

While the operating environment remains challenging, the Group remains committed to building a more efficient, commercially disciplined and sustainable profitable business that delivers long-term value to shareholders.

**By order of the Board.**

**Winniefred Jumba,**
**Company Secretary.**

**21 August 2026**