

## **MESSAGE FROM THE MANAGING DIRECTOR**

Our Mission is to create and provide quality personal care and home care products that meet the needs of consumers and enhance their everyday life. Every day we show up, at every level, in our different capacities to make sure that we are living true to this mission.

We have undergone tremendous change as a business since 2019 that has transformed us and focused our efforts on deeper market penetration within and outside of Africa. In doing this, we aim to drive innovation and competitiveness that will revitalize the home and personal care sector in Kenya, and Africa.

For many businesses around the world, the unexpected has become the norm, and for HACO Industries we continue to push the boundaries, innovate, and work with different stakeholders to bolster our ability to thrive in the unexpected.

As such, our people remain central to the plans and ambitions that shape the future of our business. We are committed to creating a workplace that is inclusive, diverse, innovative, and open. We demonstrate this commitment through talent cultivation, upskilling and reskilling, diversified education, training courses and welfare programmes to ensure the growth and wellbeing of our people.

A sustainable manufacturing sector for Kenya is possible and HACO Industries is intent on championing for its attainment, working with national, regional, and global stakeholders. Our products are made to enhance the health and lives of our people, so we center environmental sustainability in our manufacturing processes.

We work hard towards a circular economy by reusing and recycling plastic components, turning them into valuable by-products. In addition to using homegrown natural oils and biodegradable raw materials, we ensure that no harmful chemicals and ingredients are used in any of our products. We have installed solar panels in our factories to embrace renewable energy solutions and we hope to have this replicated in our entire business. We also employ wastewater treatment and management and draw on solar power for our production.

HACO believes in creating resilient local economies wherever our business is present. The creation of our products is an inclusive process that seeks to enrich the lives and businesses of those in our value and supply chains. Therefore, we are intent on making sure that we create robust agricultural linkages by sourcing our raw material, specifically essential oils used in our lotions, deodorants, shower gels and detergents, from local farmers. We have a goal to look for solutions inward first to catalyze economic growth. Hence, we source for raw materials in Kenya and East Africa, as these are also our primary markets, and continue to widen our radius in Africa and internationally.

Our commitment to excellence has seen us take up an active role in enriching the body of knowledge on Africa's growing manufacturing sector through our partnership with Academia. We strive to create sustainable pipelines that are instrumental to the continent's economic goal to reduce unemployment, create productive jobs, alleviate poverty, and ensure equity and equality for all. Therefore, we have and continue to formulate lasting partnerships with local universities and TVETs, creating a symbiosis that will see our local manufacturing sector become competitive and our Academia plugged into the needs of the changing world of work.

As our product portfolio grows and we diversify into new markets, we remain resolute in our effort to collaborate with others, in Kenya, Africa and Worldwide to achieve Sustainable Development Goals, and uphold the highest standards of governance whilst consistently delivering value to all our consumers.

In doing so and with your partnership we endeavour to always be the 'Home of Quality'.

**MARY-ANN MUSANGI MD - HACO INDUSTRIES LTD**