

AUDITED GROUP RESULTS FOR THE YEAR ENDED 31 DECEMBER 2024

The Board of Directors of The Standard Group PLC is pleased to announce the audited results for the year ended 31 December 2024. The results below have been extracted from the audited consolidated financial statements of The Standard Group Plc for the year ended 31 December 2024. The financial statements were audited by Grant Thornton LLP.

Consolidated Statement of Profit or Loss and Other Comprehensive Income for the year ended 31 December 2024

	31-Dec-24 Kes'000	31-Dec-2023 Kes'000
Revenue	1,843,206	2,381,425
Total operating costs	(2,910,288)	(3,006,731)
Other income	77,885	(8,489)
Finance costs (net)	(110,558)	(88,743)
Loss before income tax	(1,099,755)	(722,538)
Income tax (expense)/credit	-	(538,902)
Total comprehensive loss	(1,099,755)	(1,261,440)
Attributable to:		
Non-controlling interests	(78,357)	(95,039)
Owners of the parent	(1,021,398)	(1,166,401)
	(1,099,755)	(1,261,440)
Earnings per share Basic and Diluted	(12.50)	(14.27)
Dividend per Share - Kes	-	-

Consolidated Statement of Financial Position as at 31 December 2024

	31-Dec-24 Kes'000	31-Dec-23 Kes'000
ASSETS		
Non Current Assets	1,877,479	2,061,879
Current Assets	1,958,855	2,035,277
Total Assets	3,836,334	4,097,156
EQUITY AND LIABILITIES		
Capital and Reserves		
Share Capital	408,654	408,654
Share Premium	39,380	39,380
Investment in Joint Operations	(42,250)	(42,250)
Revenue Reserve	(2,599,988)	(1,578,590)
Capital Redemption Reserve	102	102
	(2,194,102)	(1,172,704)
Minority Interest	(28,125)	50,232
Total Shareholders Equity	(2,222,227)	(1,122,472)
Non Current Liabilities	1,062,152	1,047,336
Current Liabilities	4,996,409	4,172,292
Total Equity and Liabilities	3,836,334	4,097,156

Condensed Consolidated Statement of Cashflows for the year ended 31 December 2024

	31-Dec-24 Kes'000	31-Dec-23 Kes'000
Cashflow from operating activities		
Cash generated from operations	282,958	491,437
Interest Paid	(110,558)	(88,743)
Tax paid	(31,367)	-
Net cash generated from operating activities	141,033	402,694
Net cash used in investing activities	(7,970)	7,044
Net cash used in financing activities	(126,549)	(230,512)
Net Increase in cash and cash equivalents	6,514	179,226
Cash and cash equivalents at start of the year	(34,908)	(214,134)
Cash and cash equivalents at end of the year	(28,394)	(34,908)

Consolidated Statement of Changes in Equity for the year ended 31 December 2024

	Share Capital Kes'000	Share Premium Kes'000	Capital Redemption Reserve Kes'000	Investment in Joint Operations Kes'000	Revenue reserve Kes'000	Shareholders equity Group Kes'000	Minority Interest Kes'000	Shareholders equity Total Kes'000
As at 1 January 2023	408,654	39,380	102	(42,250)	(412,189)	(6,303)	145,271	138,968
Loss for the year	-	-	-	-	(1,166,401)	(1,166,401)	(95,039)	(1,261,440)
At 31 December 2023	408,654	39,380	102	(42,250)	(1,578,590)	(1,172,704)	50,232	(1,122,472)
As at 1 January 2024	408,654	39,380	102	(42,250)	(1,578,590)	(1,172,704)	50,232	(1,122,472)
Loss for the year	-	-	-	-	(1,021,398)	(1,021,398)	(78,357)	(1,099,755)
At 31 December 2024	408,654	39,380	102	(42,250)	(2,599,988)	(2,194,102)	(28,125)	(2,222,227)

GROUP RESULTS

The industry is currently facing significant disruptions that are adversely affecting revenue streams and profit margins in mainstream business sectors.

In 2024, the macroeconomic environment remained challenging, marked by a slowdown in growth and Gross Domestic Product (GDP). This deceleration can be attributed to several key factors: a major liquidity crunch, ongoing inflationary pressures, climate-related disruptions, and decreased public spending. The rise in inflation, primarily driven by increasing prices of essential goods and services, has significantly limited consumer purchasing power. In response, the business implemented various strategies to mitigate these negative impacts.

The Group experienced a 23% decline in revenue compared to the previous year, largely due to decreased activity from advertising and partnership clients as well as government contracts. Many companies, grappling with tough economic conditions, have reduced their marketing budgets to allocate resources to more critical operational needs, directly affecting our revenue. Additionally, reduced audience engagement with legacy media platforms in 2024 further intensified this challenge. Government debt exceeding seven years has also hindered business operations, complicating efforts to adapt to changing market demands.

On the cost front, Group direct expenses were lower than in 2023, largely due to a substantial decrease in newsprint prices and electricity costs resulting from fluctuations in foreign exchange rates. Group overhead costs decreased by 5% compared to 2023, driven by staff cost reductions and other efficiency measures implemented under the new Kaizen methodology introduced in the last quarter of 2024. Presently, and in view of mitigation of the 2024 performance, the Board of Directors has approved a strategic plan for the period 2025 to 2027, focusing on establishing a cost-effective structure and aligning skills with market demands. This strategy aims to enable necessary improvements for the future.

The Group recorded a loss before tax of KES 1.1 billion, in contrast to a loss of KES 723 million in 2023. This increase in loss was largely driven by the factors mentioned above, which directly affected our revenue and costs.

Outlook

Looking ahead, the transformation initiatives that have been implemented within the business are yielding a positive outlook for 2025. We are committed to building on these efforts to drive growth and ensure sustainable operations. Additionally, post-balance sheet events, along with the ongoing commitment of our shareholders, will help reinforce the trust that management has established, positioning the Group for a more resilient and prosperous future.

BY ORDER OF THE BOARD

Millicent Ng'etich
Company Secretary
4th June 2025