Note from Kenya Airways’ Group MD & CEO

Sustainable development is important to Kenya Airways. This is the reason why our contribution towards the attainment of this goal in Africa remains our core purpose as a company. Since inception in 1977, Kenya Airways has endeavoured to contribute towards sustainable development in the continent. We have not only linked up different parts of Africa and opened them to the rest of the world, but also continued to invest in bettering quality of life for communities in different markets that we operate in.

For this reason, it is my pleasure to welcome the publication of the Kenya Airways’ Corporate Social Responsibility Report 2014. This report documents our Corporate Social Responsibility (CSR) footprint, thus highlighting our commitment to sustainable development. Alongside our core business as an airline that is continuously expanding and modernizing our fleet and growing the number of destinations, Kenya Airways runs a robust CSR programme. We have invested in projects that promote standards of education, improve access to water and health, and conserve our environment across Kenya Airways’ expanding network.

We have also partnered with like-minded organizations with which we have implemented some of our CSR projects. Among our partners are: Born Free Foundation and the ‘Hands Off Our Elephants’ for wildlife conservation initiatives; and the Lewa Conservancy Council to raise funds to put up infrastructure in schools and hospitals, besides providing clean drinking water.

We are proud of the many accomplishments that we have had from these efforts, including:

• Putting up school infrastructure such as: a dormitory at Elagat School for the Deaf in Baringo County; science laboratory at Songeni Mixed Secondary School in Makueni County; two classrooms at Ongora Primary School in Rongo County; and a dining hall at Namunyak Girls Secondary School in Narok County.

• Planting about 1 million indigenous tree seedlings at Ngong Hills through the Kenya Airways’ ‘Plant a Future’ Initiative started six years ago, and which won the 2008 Eco Challenge award in the corporate sector.

• Wildlife conservation campaign through our ‘Change Brings Change’ campaign, in partnership with the Born Free Foundation.

• Contribution of KSh500m in the Hands Off Our Elephants’ campaign.

• Implementation of the Carbon Offset Program developed in cooperation with IATA to offer guests an opportunity to offset the Carbon dioxide (CO2) emissions related to their flights.

As Kenya Airways flies into the future, our CSR programme will remain a key pillar of how we do business. We will continue to invest in our communities and contributing to sustainable development in Africa, just as we have done since 1977. This commitment to sustainable development in the continent is hinged on our position as a premier African airline with the largest network of destinations on the continent. Africa remains a key market for us, as home to over 40 out of the 62 destinations that Kenya Airways flies to.

Therefore, sustainable development of the continent is key to us as ‘The Pride of Africa’.

Dr Titus Naikuni
Group Managing Director & CEO
Kenya Airways

FOUNDED IN 1977,
The strategic objective of this paper is to set out the structure and operating guidelines of the Kenya Airways Corporate Social Responsibility program. This paper seeks to integrate corporate social responsibility with project Mawingu and aligning Kenya Airways sustainable position on focused project areas.

Scope

The Kenya Airways Corporate Social Responsibility program structure is prepared to present a balanced overview of Kenya Airways sustainability programs and intended structure for the Kenya Airways Corporate Social Responsibility activities. This structure is based on an integrated model for the day to day Corporate Social Responsibility activities relating to KQ’s overall strategy.

The integrated Model structure of Kenya Airways Corporate Social Responsibility program incorporates below:

- About Kenya Airways
- Aviation industry environment
- Our Network
- Product (Schedule and network)
- Supplier Ethics & performance
- KQ Employee environment
- General environmental performance

The Core sustainability Pillars of Kenya Airways Corporate Social Responsibility program include but not limited to below:

1. Education
2. Water
3. Environmental conservation
4. Resource Mobilization projects
5. Health and Sanitation
6. Disaster Response
7. Sports & Cultural engagements

About Kenya Airways

Founded in 1977, Kenya Airways is a member of the SkyTeam Alliance and a leading African airline. The pride of Africa fly’s to 62 destinations worldwide, 47 of which are in Africa carrying over three million passengers annually. Kenya Airways has a modern fleet of 41 aircrafts currently deployed as below:

With an order of 31 aircrafts over the next 3 years of which 9 are 787 Dreamliners, KQ is one of the fastest growing carriers in the regions. Kenya Airways takes pride for being in the fore front of connecting Africa to the world and the World to Africa through its hub at Jomo Kenyatta International Airport. For more information, please visit www.kenya-kenyaairways.com

Our Vision

Be the Pride of Africa, by inspiring our people and delighting our guests consistently.

Our Brand Promise

A brand promise is the “commitment to deliver” made between that brand (the airline) and its audience (our guests). It’s made in order to encourage guests to experience and engage with the brand.

“Consistently Deliver World Class Experience, as the Pride of Africa.”

We have focused our new brand promise on a special experience with a truly african service differentiation that sets us apart from the competitors and focus on excellence to build long term loyalty with our guests.

The word “world class” as improved from the old brand promise.

The style and nature of the our current brand promise and the commitment to our guests needed to align directly with the new experience priorities of the airline, separate with the direction the airline was taking before it is acknowledged as world class and support our brand essence (warm, caring, friendly, truly African). After several deliberations it was agreed that we needed to develop a brand promise that offers our guests the true expression of our dedication while in our care. Our brand promises needs to revolve around reassurance and consistent top quality service – our work will be delivered and the results will have both a positive bottom line impact and also help boost the airline’s reputation. Thus Kenya Airways new brand promise is:

Our Goals

- To offer a standard of service that seeks to enhance Guest Experience.
- To offer the Best Value, enabled by delightfully Operational Excellence.

Our Purpose: Contributing to the sustainable development of Africa

Our Core Sustainability Pillars of Kenya Airways Corporate Social Responsibility program include:

- Education
- Water
- Environmental conservation
- Resource Mobilization projects
- Health and Sanitation
- Disaster Response
- Sports & Cultural engagements

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1. Education
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2014 Fleet Plan

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5 | KQ Corporate Social Responsibility
Our Brand Essence

“Delightful experience with a caring African touch.”

Definition

- **Warm**  Sincerely, Helpful, Cordial, Enthusiastic, Passionate
- **Caring**  Kind, Thoughtful, Compassionate, Concerned, Compassionate
- **Friendly**  Radiant, Responsive, Sociable, Generous, Reassuring, Genuinely, Authentically, loyally
- **Truly**  Genuinely, Authentically, Legitimately; by right.
- **African expression**

Our Values

**Safety** – We always consider safety as a number one priority, for our Guests and Staff.
- KQ strives to meet the highest standards for safety in the workplace and operations.
- We ensure that all our employees and those with whom they work, perform their duties in a safe manner.

**Customer First** – We shall always anticipate and deliver to the needs of those we serve - our guests.
- In everything we do begins and ends with our customers.
- We listen to our customers and deliver ever increasing value in the markets we serve.

**Respect** – We shall always show respect to everyone we meet.
- We respect and value the worth of all people and this crosses the cultures, viewpoints and backgrounds.
- We treat each other with honesty, dignity and sensitivity.

**Integrity** – We shall always act with integrity.
- All of our actions and decisions should be bound by rock-solid integrity.
- All of us act in the best interest of the company, while accepting personal responsibility.

**Passion** – We shall always inspire passion in our people to create quality solutions.
- Our enthusiasm and care for the business fuels our dedication for Guest services.
- What we do is important; how we do it is what sets us apart.

**Trust** – We build trust in our daily relationships.
- KQ’s culture promotes trust, teamwork and dignity within our diverse workforce.
- Our words and actions must be consistent.
EXECUTIVE SUMMARY

Structure of the Kenya Airways Corporate Social Responsibility program

As a business that operates in an ever-changing world, what we are doing in our CSR front is relooking our responsibilities in today’s operating environment and that’s why CSR is integral to our business. We will be the most celebrated business in the region by virtue of our relentless ‘enriched communities’ agenda.

The Kenya Airways Corporate Social Responsibility program is a corporate-based regional program committed to enriching the lives and livelihoods of the less fortunate and excluded people throughout Africa in a sustainable manner.

Our community activities fall into seven pillars, carefully chosen to reflect areas where our businesses have the greatest impact and where we can make the most difference. These are:

1. Education
2. Water
3. Environmental conservation
4. Resource mobilization projects
5. Health and sanitation
6. Disaster response
7. Sports & Cultural engagements

Mission: The Kenya Airways Corporate Social Responsibility program is a corporate-based regional Kenya Airways Corporate Social Responsibility activities committed to enriching the lives and livelihoods of poor and excluded people throughout Africa in a sustainable manner.

Vision: The Kenya Airways Corporate Social Responsibility program will be the pillar of reliability, efficiency, dynamism and transparency among the society that we serve to ensure utmost benefit and sustainable development of Africa.

8 | KQ Corporate Social Responsibility
OPERATING PRINCIPLES

The Kenya Airways Corporate Social Responsibility program is guided by the following principles:–

• Ensure community investments are in line with the established Kenya Airways vision to enriching livelihoods.

• Ensure community development projects are run in a sustained manner and generate positive impact to the community.

• Provide a focal point for social enterprise investment aimed at growing healthy sustainable community partnerships across Africa.

• Efficiently manage the funds allocated for community investment.

• Effectively utilize the time and effort invested in supporting community initiatives.

• Engage employees to support community programmes and initiatives.

• Establish sustainable partnerships that attract donor funding for likeminded organizations.

Governance

The Kenya Airways Corporate Social Responsibility activities are governed by key Administration pillars include:–

• Community Investment Policy which provides boundaries for community investment support.

• Kenya Airways Corporate Social Responsibility program Charter which provides the operating framework for the Kenya Airways Corporate Social Responsibility activities.

• Kenya Airways Corporate Social Responsibility program Procedure Manual which provides the day-to-day operating framework for the Kenya Airways Corporate Social Responsibility activities.

• Office of the Group Managing Director & CEO who is ultimately responsible for oversight of the Kenya Airways Corporate Social Responsibility activities.

Our Partners

We shall continue to partner with likeminded organizations/stakeholders in the region to successfully deliver our projects. Our current partners include but are not limited to:

• Born Free foundation

• Kenya Wildlife Service

• United Nations Environmental program.

• Kenya Red Cross Society

• Ministry of Sports & youth affairs.

• Rotary Club of Nairobi

• World Vision

• Kenya Airways Foundation

• Kenya Printing Services

• Ministry of Water & environmental conservation.

• Microsoft

• Embakasi

• Deltar Electric

• Hotels & Hamlers

• Federation of Kenya Chambers of Commerce & Industry

• Embassies & international relations bodies.

• Other strategic partners

Community Investment Policy:

Kenya Airways believes in transforming lives. This is achieved by building relationships with customers, giving back to the community, managing safety and security risks, attracting and retaining talented staff, and maintaining the company’s visibility and reputation. The outcome of all the CSR activities is to create a positive change in society and support improvement in the lives of individuals.

Our community investment policy will include below:–

11 | KQ Corporate Social Responsibility
Guiding Policy on Environmental Conservation:-

Kenya Airways relies heavily on the operating environment to sustain operations across the network. The Kenya Airways business, however large or small, is accountable not only for its financial performance and profitability but also for the impact of its activities on the environment and the society. Aviation is one of the businesses that have been long-identified as having a direct impact on the environment and society. We will strive to protect and conserve the environment as long as we continue to do business. We shall endeavor to plant more trees to sustain the operating environment.

We will aim for growth that is in harmony with the environment by seeking to minimize the environmental impact of our business operations, such as by working to reduce the effect of our Aviation services and operations on climate change and biodiversity. We will strive to develop, establish, and promote technologies enabling the environment and economy to coexist harmoniously and to build trust and cooperative relationships with a wide spectrum of individuals and organizations involved in environmental preservation.

We shall invest in aircrafts that are quieter for the community and with significant lower fuel consumption and carbon emissions.

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Kenya Airways and the Environment

The Intergovernmental Panel on Climate Change (IPCC) estimated that aviation may contribute around 3.5% of the total contribution of human activities to global warming. An International Air Transport Association (IATA) report indicated that for only 2% of global CO2 emissions and by 2050 will represent 3%. However, aviation has been unfairly labelled as a big polluter and there is not much of an understanding of this issue. Yet, globally, aviation companies have already started addressing this issue and have made significant progress thus far.

Thanks to modern technology, today’s aircraft flies 3 times farther on the same amount of fuel. New technologies are expected to be at least 50% more fuel efficient than today. The environmental track record of the industry is good: over the past four decades we have reduced noise by 75%, eliminated soot and improved fuel efficiency by 50% and the billions being invested in new aircraft will make our fleet 25% more fuel efficient by 2020. (IATA)

• Carbon Offset Program

Kenya Airways launched its Carbon Offset Program that offers customers the opportunity to offset the Carbon dioxide (CO2) emissions related to their flights.

The program has been developed in cooperation with the International Air Transport Association (IATA). This Nobel Peace Winning Intergovernmental Panel on Climate Change (IPCC) estimates that aviation contributes around 2% of man-made carbon dioxide (CO2) emissions. The carbon emissions have been known to contribute to climate change including global warming.

By Offsetting Carbon, one will contribute to the global efforts for reducing further air emissions and clean the environment hence help in meeting the challenge of climate change.

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How Does Carbon Offset Work?

1. Book your ticket on www.kenya-airways.com
2. Accept to carbon offset on the payment page

"The built-in IATA carbon calculator is based on the ICAO methodology and incorporates real airline data, using actual fuel burn, aircraft size, taking into consideration the load factor and weight for passengers and belly cargo for a given city pair. The calculator informs the passenger of the actual distance of the flight in question and calculates the level of emissions created by that flight per person. Furthermore, the passenger is being informed of the financial contribution devoted to environmental sustainability projects: this contribution is VOLUNTARY.

Kenya Airways collects carbon offset contributions on behalf of Passengers to be invested in high quality environmental projects that were identified to have a socio-economic impact and reduce carbon emission in developing countries.

The IATA Carbon Offset Program invests in UN-Approved Certified Emissions Reductions (CER) projects and high quality VERT projects generating high quality carbon credits. Kenya Airways will support projects with developing countries in line with the UN’s Clean Development Mechanisms CDM.

Tree Planting Program:

The Kenya Airways Plant a Future initiative was initiated six years ago and has resulted in the planting of 750,000 indigenous trees at the Ngong Hills resulting to recognition by environmental programs that state this initiative receives the 2008 Eco Challenge award in the corporate sector.

Planting seedlings will yield maximum returns in securing the future of the city and its environs whilst ensuring that Kenya Airways secures carbon credits as per IATA requirements and playing a key role in corporate social investment.

This future of Tree planting under the Kenya Airways Corporate Social Responsibility program -

The Kenya Airways Corporate Social Responsibility program will seek to have a stand-alone program that sees every year over 250,000 trees are planted across Africa.

This initiative will be achieved through:

• Setting aside a budget for this exercise independent.
• Partnering with likeminded organizations/strategic partners for internal funding.
• Expanding the learnings to key destinations across Africa.
• Measuring the impact of this exercise with clear integration with project findings.

Wildlife Conservation:

Kenya Airways, through its partnership with Back to Life Foundation and Travelux, have successfully launched a campaign to combat the wildlife menace and protect the environment. This project seeks to raise funds for the conservation of wildlife. The partnership comes in the wake of a surge in wildlife poaching across Africa with unparalleled coincidence and relates among the serious problems. Kenya Airways is growing amongst conservationists as the endangered African Elephant is currently classified with what could be the era of crisis to come for these since 1990 with a current and increasing rate in numbers was observed.
We believe in building structures that last, educating generations to impact and resourcing infrastructure that sustains all above. We believe in African potential and touch points across our networks.

We partner with likeminded partners who walk with us through the journey of sustainability across the world. As such we:

- Build schools
- Empower the youth through entrepreneurship projects.
- Provide opportunities for efficient learning in schools.
- Provide resources for efficient learning in schools.
- Provide mentorship opportunities for young generations.
- Create knowledge centers for resource mobilization projects.
- Develop strategic partnerships.
- Mentorship forums for SMES.
- Strategic partnerships with affiliated bodies e.g. UNDP.
- Strategic Leadership forums at the KQ training centers.
- Farming & exports partnerships with supported farmers & cargo handling agents.
- Export seminars for potential farmers.
- We will include the needy, marginalized and handicapped in our projects.
- Tailored scholarships for pilots and engineers.

Sustainable education is vital for the growth of African generations and sustainability of the Kenya Airways business operations.

As such the Kenya Airways Corporate Social Responsibility program aims at delivering sustainable educational programs that support generations from grassroots and across KQ’s expanding network.

2. EDUCATION

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Kenya Airways Hands Over A Science Laboratory to Songeni Mixed Secondary School

Kenya Airways has put up a science laboratory in Songeni Mixed Secondary School in Mbooni East District, Makueni County.

Kenya Airways donated the facility that will see well over 80 students in the school benefit from the project by enabling them to undertake their practical lessons in science based subjects.

Speaking during the unveiling of the laboratory at the school grounds, Kenya Airways’ Chief Executive Officer and Managing Director, Titus Naikuni, said that the donation is part of a continued effort to support education and boost learning as well as promote good performance in schools.

“Within education, this Laboratory is aimed to enable teachers and pupils in this school to gain practical skills in science based subjects and understanding of science and how it can add value to their lives. We believe this is imperative to sustainable business development,” Mr. Naikuni added.

He explained that the construction of the science laboratory was part of the airlines’ effort to assist and empower people through basic education, health and poverty reduction which in turn empower them to become of economic relevance to the country in future.

Speaking at the ceremony, the school’s principal Mr. Dominic Mutemi thanked Kenya Airways for the donation and challenged parents and guardians to motivate their children not to shun science subjects.

“As parents and guardians, we have a major role to play in the lives of these pupils by advising them accordingly on issues such as this,” he said.
Water is life. And the aviation industry cannot be sustained without water. We are keen to conserve sustainable water catchment areas.

As such we will engage in:

- Preserving existing water catchment areas for sustainable development.
- Ensuring community has clear water.
- Ensuring security of the water sources.
- Providing water to generations where there is inability to secure ground water through digging boreholes.
- Mobilize resources to benefit society with such water:
  - Irrigation schemes for pastoralists & small scale farmers.
  - Large scale farming for domestic market use.
  - Export farming community initiated in areas where we have drilled boreholes.
  - Community educational forums on sustainable food production in marginalized areas.
  - Funding and mobilization of communities in these areas with strategic partners like UNDP & UNEP.
OUR PEOPLE

Employees

We will respect our employees as we believe that the success of our business is led by each individual’s creativity and good teamwork. We will stimulate personal growth for our employees.

We will support equal employment opportunities, diversity and inclusion for our employees and do not discriminate against them.

We will strive to provide fair working conditions and to maintain a safe and healthy working environment for all our employees.

We will respect and honor the human rights of people involved in our business and, in particular, do not use or tolerate any form of forced or child labor.

Through consultation and dialogue with our employees, we will build and share the values “Mutual Trust and Mutual Responsibility” together for the success of our employees and the company.

We will recognize our employees’ right to freely associate, or not to associate, complying with the laws of the countries in which we operate.

We will strive to ensure the management of Kenya Airways and its subsidiary companies takes leadership in fostering a corporate culture, and implementing policies, that promote ethical behavior.

We shall reinforce Kenya Airways policies to recruit, promote and support the professional development of a diverse global workforce. The intent of this policy is to:

• Ensure that diverse pools of talents are considered in recruiting and promotion.
• Recognize that business success is dependent on the contributions of individuals and that, given the opportunity, people will use their full potential to achieve company objectives that converging with their personal goals.
• Recognize that an individual is responsible for his/her self-development and that the company is responsible for providing an environment which allows such development.

Business Partners/Customer

We will respect our business partners such as suppliers and dealers and work with them through long-term relationships to realize mutual growth based on mutual trust.

Whenever we seek a new business partner, we will be open to any and all candidates, regardless of nationality or size, and evaluate them based on their overall strengths. We maintain fair and free competition in accordance with the letter and spirit of each country’s competition laws.

As such we Endeavour to:-

• Make customers aware of the environmental impact caused by travelling by air and how they can part to carbon emission.
• Encourage their activity to participate in emission reduction programmes such as Carbon Offset.
• Provide full commitment to safety and assurance of operating a well-maintained fleet with safe aircraft.
• Ensure continuous development of present products and introduce innovative products to provide full comfort to passengers.
• Provide helpful travel health information on website and in-flight publications.
• Monitor the air quality in the cabin and ensuring that it is contaminants-free.
• Provide onboard medical care by keeping well stocked medical kit and trained crew to assist in dealing with in-flight medical emergencies.
• Each Kenya Airways business unit and operating facility shall consider the CSR practices of outside vendors as part of its initial vendor selection process and whenever purchasing agreements are re-negotiated. This is to ensure the Kenya Airways business and corporate responsibilities by avoiding relationships with firms, which fail to comply with any CSR legal requirements or which are perceived by the general public as uncaring to their corporate responsibilities.
• Maintain a transparency and give equal opportunity in supplier selection process.
• Follow Kenya Airways Tender Board regulations and procedures in supplier selection.
Shareholders
We strive to enhance corporate value while achieving a stable and long-term growth for the benefit of our shareholders.

We provide our shareholders and investors with timely and fair disclosures on our operating results and financial condition.

Our Communities
We implemented our philosophy of “respect for people” by honoring the culture, customs, history and laws of each country.

We constantly search for safer, cleaner and superior technology that satisfy the evolving needs of society for sustainable Aviation services.

We do not tolerate bribery of or by any business partner, government agency or public authority and maintain honest and fair relationships with government agencies and public authorities.

- Manage the disbursement of charitable funds at the local level in communities where the company has facilities and through appropriate and legitimate channels.
- Donate obsolete items to local and charitable organizations through clear and transparent method.
- Participate in local, regional and international rescue operations in case of crises and natural disasters.
- Encourage employees to be active in the community in their own right and to this end, operate a flexible working policy, which permits staff to use a certain amount of their working hours each year to charitable activities. The company recognizes employees who participate in the national sports by offering them paid leave and tickets.
- Contribute cash or cash equivalent in terms of air tickets or other assets to qualified organizations, provided that the aggregate amount in any one year shall not exceed an established percentage of the company’s average income of the preceding three years as deliberated by the Board of Directors.

Social- Contribution

Wherever we do business, we actively promote and engage, both individually and with partners, in social contribution activities that help strengthen communities and contribute to the enrichment of society. Kenya Airways Ltd will lead the way to the future of aviation services, enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile.

We will meet challenging goals by engaging the talent and passion of people, who believe in excellent customer service to sustain our business. We will from time to time give to the poor through staff CSR initiatives.

We will ensure the business respects and aligns its operations with different cultures across the network.
Preparations have been finalized for the Kenya Airways Masai Mara Marathon 2013 that is slated for this Saturday, October 5, 2013. Sponsored by the national carrier to the tune of KSh58 million, this year’s edition of the marathon that is the biggest in East Africa, has attracted over 1,000 participants, both local and international. Already, registration for the marathon has been closed.

Kenya Airways’ Chief Executive Officer and Group Managing Director, Titus Naikuni, said that the airline is looking forward to welcoming the participants to the marathon, which has distinguished itself as a key fixture in the country’s sports calendar since its inception in 2009.

“The Kenya Airways Masai Mara Marathon has always been an important event to us because of the role it plays in not only nurturing and promoting talent, but also providing an avenue for sporting development in the societies that we operate in,” Dr Naikuni added.

The Kenya Airways Masai Mara Marathon 2013 is a joint initiative of the airline with the Lemek Conservancy Council.

The top five winners in this year’s marathon, which includes a 21 kilometer half marathon race for individual runners and a five kilometer fun run for individual runners or corporate teams, will be sponsored by Kenya Airways to participate in the London Marathon 2014.

The funds raised in the event will go towards addressing shortfalls in education facilities, access to medical infrastructure, improvement of sanitation utilities, anti-poaching projects and provision of clean drinking water to its communities around Maasai Mara.

Proceeds from last year’s marathon went towards construction of a dining hall and dormitory in Namunyak Girls Secondary School in Lemek, which is aimed at enhancing the educational experience for Lemek Girls who drop out of school due to long distance travel and the pastoralist way of life.

The Kenya Airways Masai Mara Marathon has in the past been used by runners to hone their skills, with many of them proceeding to successful International athletic careers.
Percentage of our sustainability projects commitment to date.

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Employee Engagement

Staff initiatives

Kenya Airways staff can participate in the airline’s sustainability programs through below:

Volunteer community programs: Staff get involved as volunteers on the various CSR projects through active participation on various functions. Kenya Airways staffs participate actively to organise the Kenya Airways Masai marathon, planting of trees and other projects. The women community at Kenya Airways is passionate about girl child development and distribution of sanitary pads to needy girls in community.

Mentorship programs to communities: Our pool of talented staff like engineers, cabin crew, professionals, and pilots conduct various mentorship programs in schools and communities. Kenya airways trained staff counsellors conduct seasonal counseling programs with schools and universities for mentorship of young talent and potential Kenya Airways employees in society.

Double your effort staff initiative: Kenya Airways staffs are allowed to contribute for worthy programs; for every shilling contributed, the corporate social responsibility department doubles the cash contributed. Staff can then utilise this cash for community projects that can change life.
Will Travers – CEO Born Free, Nita Nagi – Area Manager – Europe and N America – Kenya Airways, Virginia McKenna OBE – Born Free

The World’s travel trade press were invited to the Kenya stand at the World Travel Market in London on Monday 4th November to meet legendary actress and conservationist Virginia McKenna OBE at the launch of “Change brings Change” with Kenya Airways (a very wild elephant!). Will Travers, CEO Born Free, Nita Nagi, Area Manager – Europe & N America and Virginia McKenna OBE photographed by the leading travel trade publication Travel Weekly.

Outstation sustainability activities:

All Kenya Airways staff in outstations are allowed to select a program of their own to support in their market. These programs should be aligned with the core pillars of the Kenya Airways Corporate Social Responsibility program.

1. Flight Operations:

- Strong tower Children’s Home (Pictures attached).

2. Technical Department:

- Kenya Airways scholarship program (attached document)
- Finance Director Alex Mbugua and staff from finance department celebrates with the children at Esageri special school.
- “Restore hope and empower the physically challenged…” This was the theme as the Kenya Airways CSR team led by the Finance Department landed in Baringo at Esageri School for the official opening of the boys dormitory.
- Esageri School for the deaf is an institution which handles kids with special needs.
- The project dates back to 2009, when the sister school Esageri primary, saw the need to create an institution which would address the ever increasing number of children with special needs in the area.

3. Finance department:

It is as a result of this Kenya Airways team was deeply touched and initiated a plan to help improve on the infrastructure to make the lives of the special kids more comfortable. Thus on 29th February 2013, the Finance Director, Alex Mbugua oversaw a special ground breaking ceremony for the construction of a new boys dormitory since the boys were slightly more in number than the girls.

Roughly over a year since the ceremony, the 110 capacity dormitory was completed at a cost of over Kshs 3.5 million of which the 150 members of the Finance Department CSR committee raised Kshs 500,000, while the remainder of the money was footed by the Main CSR body of Kenya Airways led by Ms. Georgina Ndiritu.

On 7th March 2014, The Finance Director, Mr. Alex Mbugua, who was the guest of honour in an auspicious occasion, led the official opening of the boys dormitory, complete with beds and mattresses. It was an event that brought about senior members of the Board.
Finance Director Alex Mbugua breaks the ground for the Building of the Dormitory at Esageri School last year.

County Government led by the Minister for Education Mrs. Kibet among other government officials.

The School currently has over 150 kids who are all beneficiaries of the Kenya Airways Corporate Social Responsibility program. The Finance Department according to Mr. Sam Moywaywa, the Finance CSR secretary, aims to in future adopt the School as well as possibly develop a tertiary institution which would equip the kids with technical expertise which would go a long way in empowering these brilliant children.

“Finance Department feels very attached to Esageri School for the Deaf with the resources and time we have invested there as part of our Kenya Airways CSR mandate. We wish to track the progress of these kids and make something out of them,” says Sam Moywaywa.

He also urges other Kenya Airways Departments to copy the Finance department’s initiative in promoting sustainable and impactful Corporate Social Responsibility Ventures across the region in line with Kenya Airways CSR theme of service to the community.

4. HR & Training:
• Educational tour visits
• Mutulani water project.

5. Information systems department:
• TUNZA Children’s centre resource mobilization project.