

## CHANGES IN THE BOARD

Pursuant to the provisions of Paragraph G.05 (1) (b) of the Fifth Schedule of the Capital Markets (Securities) (Public Offers, Listing and Disclosures) Regulations, 2002 - amended 2019, the Board of Directors of The Standard Group PLC (“the Company”) wishes to notify its shareholders and the general public of the appointment of **Ms. Leonie Von Elverfeldt** and **Mr. Chris Otundo** as Independent/Non-Executive Directors of the Company with effect from 6<sup>th</sup> March 2024.



**Ms. Leonie Von Elverfeldt**

**Ms. Leonie Von Elverfeldt** has over 15 years of experience in media and advertising and has coached 50+ media brands around the world in audience and revenue growth. She is currently a consultant and coach at Elverfeldt Consulting where she works with well-known legacy media brands on digitization, newsroom transformation, revenue schemes and rebranding. Ms. Elverfeldt is credited with developing and managing the first paywall in Germany (BILD/ Axel Springer) and founded a media company in East Africa (Pulse/Ringier). She holds an MBA from Technische University in Berlin, Germany.



**Mr. Chris Otundo**

**Mr. Chris Otundo** is a seasoned business executive with over 15 years of experience largely in talent management. He has held several leadership positions over the years including his present role as CEO BrighterMonday Kenya. His previous roles have included leadership roles at Mastercard Foundation, Safaricom and General Electric, overseeing strategic talent acquisition across Sub-Saharan Africa and Canada. Mr. Otundo holds a Masters Degree in International Management (International Business) from Toulouse School of Management (France) and a BSc. in Business Information Technology from Limkokwing University of Creative Technology (Malaysia). He is also an Executive Coach accredited by the Academy of Executive Coaches UK.

The Board takes this opportunity to welcome and congratulate **Ms. Elverfeldt** and **Mr. Otundo** on their appointment.

### BY ORDER OF THE BOARD

**MILLICENT NG'ETICH**  
**COMPANY SECRETARY**

7<sup>th</sup> March, 2024