



PRESS RELEASE

EQUITY GROUP TO SUPPORT FARMERS IN PLANTING 60,000 TREES AT KIPIRI IN NYANDARUA COUNTY

- 600 farmers set to benefit from the exercise by receiving 60,000 tree seedlings for planting within their farms and institutions.
- Majority of the trees to be planted will be fruit and medicinal trees for commercial value.

Nairobi, 20th May 2021... Equity Group has partnered with Kipiri Constituency to support farmers and institutions in planting 60,000 tree seedlings in Nyandarua County as part of Equity's 35 million trees tree planting initiative, and in support of government's goal of increasing the country's forest cover to 10% by 2022.

Additionally, the initiative is aligned to Kenya's Big Four Agenda on Food Security and a majority of the trees planted will be fruit and medicinal trees. The project will also empower farmers who will be tasked with raising high-quality tree seedlings in nurseries as an income-generating activity.

Speaking during the tree planting, Equity Bank Kenya Managing Director Gerald Warui said "Today we are donating 60,000 tree seedlings to farmers and various institutions in Kipiri region as part of Equity's 35 million tree planting initiative. This is in a bid to increase the country's contribution to addressing climate change. It is also an opportunity to engage farmers in environmental conservation as well as provide an opportunity to earn income through tree planting and maintenance activities."

Hon. Amos Kimunya EGH, MP, Leader of Majority Party - National Assembly thanked Equity and said the event was a significant one for the region whose main economic activity is farming. "We recognize and appreciate the effort made by Equity to partner with key stakeholders towards the attainment of 10% tree cover by 2022. Partnerships like this where communities will see us achieving this target much faster. We want to encourage the 600 farmers that have joined us today here at Wakirogo stadium to take care of the trees and invite Kenyans to take advantage of the rains to plant more trees," he said.

The effects of environmental degradation are far-reaching and tree planting in all available spaces within and outside forests ensures sustainability and that these effects are mitigated. Tree planting is also fundamental to the survival of forest-dwellers, and are important providers of ecosystem services, including maintaining, restoring soil fertility, protecting watersheds and water courses.

The exercise is part of Equity's 35 million trees planting initiative in the Group's efforts to conserve the environment. Through its partnership with Kenya Forest Service (KFS) and accredited seedling vendors in this noble initiative, the Bank has been able to receive technical and supervisory support in ensuring that the target is achieved and destruction of forests is reduced through proper planting and maintenance of the trees.

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About Equity Group Foundation

Equity Group Foundation (EGF), the corporate implementing foundation of Equity Group Holdings Plc, has as its mission to champion the transformation of lives and livelihoods for 100m people in Africa by 2024 through the design and implementation of innovative programs that leverage Equity Group's infrastructure and partnerships to create shared value. Established in 2008 as the Group's social engine, the Foundation delivers economic opportunities, capacity, tools, and technologies that enable individuals and businesses to increase productivity, resilience and share in socio-economic growth. EGF responds to the continuum of issues that challenge the socio-economic advancement of the people of Africa, especially low-income individuals, and families. EGF's Creating Shared Value [CSV] strategy provides social development initiatives in Education and Leadership Development, Food and Agriculture, Health, Financial Inclusion and Entrepreneurship Development, Energy and Environment and Social Protections for the most vulnerable citizens. EGF's programs are underpinned by technology, innovation, and synergy as a central means to launch, nurture, and scale up Africa's next generation of successful leaders and entrepreneurs delivered to all communities in which Equity has operations.

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