CULTURE SUMMIT

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Great beer comes from great people: the story of high performance

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TRIBAL

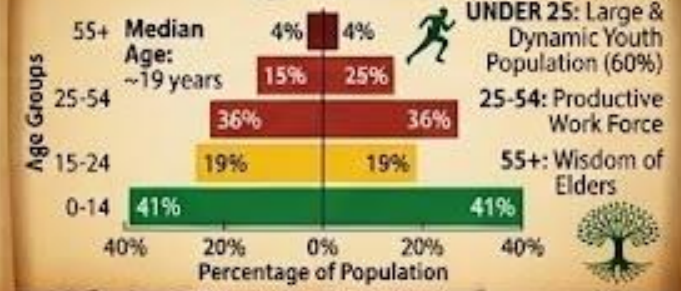
Fast Facts about Ethiopia?

Ancient Roots. Bright Future.



- Cradle of manking
- 13th month of sunshine.
- Never fully colonized
- Own alphabet
- Home of Lucy — 3.2 million years old

POPULATION DEMOGRAPHICS:
Age Structure



Median Age: ~19 years

UNDER 25: Large & Dynamic Youth Population (60%)

25-54: Productive Work Force

55+: Wisdom of Elders

ATHLETICS:
ETHIOPIA'S GLOBAL LEGACY

Abebe Biklla — Olympic marathon champion, 1960 & 1964

Haile Gebrselassie — Olympic 10,000m champion, 1996 & 2000

Tirunesh Dibaba — 6 Olympic medals

Distance running became a global symbol of Ethiopian excellence.

ECONOMY:
A FAST-CHANGING ECONOMY

GDP: about US$180B (2030)

GDP growth: ~9.2% (2030)

Agriculture remains a major employer

Services, manufacturing, construction & digital sectors are expanding

Coffee is a flagship export.

Serendipity ♡

Some blessings are not planned...! just divinely timed. ♡

READING TRUE NORTH



My Amazing Wife ♡



My Boy ♡



My Princess ♡



My Champ ♡



Our little blessing ♡



- Same roots
- Bigger dreams
- Brighter future

♡

My Purpose: ♡

Creating sweet collusions to destiny, to create brighter future!

OUR JOURNEY

More People • Bigger Impact • Same Dream

Together we grow, like Ethiopia — strong, unique, and full of promise.



2009

8,000 Shareholders



2012

8,000 shareholders + Bavaria NV

Understanding Culture:
What is Culture?

Culture can be defined as:

A collection of shared values, norms, beliefs and interests



'How things are done around here'



What differentiates Habesha



What is working here



Our People • Our Culture • Our Strength


Great People Build Great Businesses
Extraordinary performance
STRATEGY
CULTURE
Human Dynamics
People make the difference
Symbolism
Meaning builds belonging
Systems
Structure turns intent into impact
Mission | Vision | Values
PURPOSE

OUR FOUNDATION

LEGACY

"The team that built **sustainable business** hinged on authenticity, creativity and inspirational leadership."

CELEBRATING UNIQUE EXPERIENCE.



Reach & Connect

with every Ethiopian



Vision

To create **sustainable** brands that deliver unique experiences and values for our customers and stakeholders.



Values

- ✓ Curiosity
- ✓ Commitment
- ✓ Collaboration
- ✓ Courageous
- ✓ Cheerful



Sustainable Tomorrow

People • Brands • Communities for a better future

Stronger People. Bigger Dreams.

OUR OPERATIONAL COMMITMENTS

Together we make it happen.



Resilience-Advancing despite adversity



Make 50/50 calls



Making Inferences

Don't blame, seek to understand and support



Dialogue to foster creativity

FEEDBACK

Radical Candor – challenge directly, care personally



Walk the Talk

Win with courage & Humility

Life-Learning Is Freaking Epic

Same Values. Bigger Impact.

How do we live them?

Different roles, same purpose.

The Recognition program

Pulse survey

FGD

Regular cascades- Roadshows, Newsletter, LIFE podcast

Celebrating together – Buhe, new year, open bar

Wellbeing programs- Gym, football games

Career days

Bring your friends

Breakfast with CEO

Coffee with directors

Quarterly Candor sessions

MT retreats

Exit interviews

Onboarding Surveys

Reverse Mentorship

LIFE-Learning Is Freaking Epic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THANK YOU