

## CHANGES IN THE BOARD



**Ms. Laila Denise Cherobon**



**Mr. Edward Mwasi**

Pursuant to the provisions of Regulation 10.1.1 of the Thirteenth Schedule of the Capital Markets [Public Offers, Listings and Disclosures] Regulations, 2023, the Board of Directors of The Standard Group PLC (“the Company”) wishes to notify its shareholders and the general public of the appointment of **Mr. Edward Mwasi** as an Independent/Non-Executive Director and **Ms. Laila Denise Cherobon**, as a Non-Executive Director of the Company with effect from 8<sup>th</sup> September 2025.

**Mr. Edward Mwasi** is a distinguished Media Strategy and Innovation Consultant whose career spans three decades across publishing, design, governance, and digital transformation. He currently serves as a Media Strategy and Innovation Consultant at the Center for Business Innovation & Training (CBIT). Previously, he served as the CEO, Kenya Yearbook Editorial Board (KYEB). Edward began his career in the creative sector, serving as a Creative Director at an advertising agency before joining the Nation Media Group, where he rose to become Chief Graphic Designer. Beyond media, Edward has been instrumental in strengthening governance structures across Kenya where he has trained Board and Commission Secretariats on applying technology to improve workplace efficiency, decision-making, and service delivery.

Edward is a graduate of the University of Nairobi's Faculty of Architecture, Design and Development, and his foundation in design is complemented by significant training in management, governance, and institutional transformation.

**Ms. Laila Denise Cherobon** is a seasoned business strategist and operations leader with over a decade of experience driving corporate strategy, revenue growth, and media innovation across Africa. She has successfully led digital transformation, business development and product development initiatives as Chief Strategy Officer at The Standard Group PLC and sits on the Advisory Board of the International News Media Association (INMA), where she champions collaboration, innovation, and best-practice sharing across African media houses.

Laila holds a BA (Hons) in Business Management, University of Sunderland (UK) a Higher National Diploma (Distinction), and certifications in Project and Strategic Management, and is currently pursuing an Executive Master's in Public Policy Management at Strathmore Business School. Known for her visionary leadership, strategic foresight, and results-driven approach, Laila brings a global perspective and a proven track record of delivering measurable impact. The Board looks forward to her strategic guidance and contributions to advancing the organization's growth and innovation agenda. The Board takes this opportunity to welcome and congratulate Mr. Mwasi and Ms. Cherobon on their appointment.

The Board further wishes to announce the resignation of **Mr. Albert Sigei, Ms. Christine Muthui and Mr. Chris Otundo**, as Directors of the Company. The Board and Management takes this opportunity to thank Mr. Sigei, Ms. Muthui and Mr. Otundo for their sustained and exemplary contribution to The Standard Group PLC and wish them the very best for the future.

### BY ORDER OF THE BOARD

**MS. MILLICENT NGETICH**

**COMPANY SECRETARY**

**8<sup>TH</sup> SEPTEMBER 2025**