What is the KICL marketing strategy, might you be focused on? might you be targeting same members leading to internal market saturation? how to answer.

- Our marketing strategy at KICL is focused on a multi-channel approach that targets both existing members and new market segments. While we continue to engage our current members through value-driven offers and relationship management, a significant part of our strategy is directed towards market expansion.
- We are actively leveraging referrals, digital marketing platforms, partnerships, and on-ground activations to reach new audiences and avoid over-reliance on our existing member base. This ensures we maintain a healthy pipeline without causing internal market saturation.

When will be the open day for kimuka, as I have seen an 1/8 is going for Ksh. 675,000, right. HOW TO RESPOND we normally have site visits every Wednesday and Saturday but we can still have one a also be scheduled upon your request.

- We normally have site visits every Wednesday and Saturday for Kimuka. However, we can also schedule an open day or a site visit at your convenience upon request.
- Yes, the 1/8 acre plots are currently going for Ksh. 675,000.

What about those who are far away?? Must we all come to the office to update a form??

- For those who are not able to visit the office physically, we do have a soft copy form available. You can fill it in, sign, and scan it back to us to enable us to update your details accordingly.

Thanks for the answer on M-pesa payment of dividends. However, I am far away from Nairobi, can members information be updated online?

- Yes, members who are not within Nairobi or unable to visit the office can have their information updated online. We have a soft copy form that you can fill, sign, and scan back to us to facilitate the update of your details.

Time to think about diversifying the investment portfolio

we are having meetings and negotiations with developers and land owners on how we can engage on an agency business with them

- Currently, we are actively holding meetings and negotiations with developers and landowners on how best to engage with them under an agency model.

- Once these engagements are concluded and a clear framework is established, members will be duly informed on the way forward.

Is there any plan for automation

Yes, there are plans for automation, and it is a key strategic direction for the company.

Based on the current economic trends, what other business areas can KICL engage with?

As part of our diversification strategy, we are focusing on key sectors such as **agribusiness** and **utilities, specifically water supply and solar energy**. These sectors align well with Kenya's current economic growth drivers and present strong opportunities for sustainable returns

As you drill the bore holes have you considered to commercialize the water by piping and tapping to the larger community or just the land owners on Kimisitu plots only

Our initial priority is to serve Kimisitu plot owners by ensuring reliable and consistent water access within our developments. However, as diversification remains one of our key strategic pillars, we are also exploring the possibility of expanding distribution to the surrounding community through controlled piping and structured supply systems

Looking at the Affordable Housing projects under the current government. Dont you think this a threat to the KICL? What strategic guidance do we to challenge this threat to the market/industry?

The Affordable Housing Program is not a threat to fear, but rather a signal to evolve and adapt to a changing market environment.

To remain competitive, we are focusing on **diversification, strategic partnerships, and innovation**, positioning ourselves to capitalize on emerging opportunities within the evolving real estate landscape while continuing to deliver value to our members