



UK



**THE JOURNEY IS  
EXPANDING. THE  
STANDARDS ARE  
RISING. AND WE'RE  
JUST GETTING  
STARTED.**

OUR PARTNERS: SOUTH AFRICA, ,  
UNITED KINGDOM, GHANA, NIGERIA, ZAMBIA.



# TREASURE AT A GLANCE

We've started the year on the move.

Treasure Communications Limited enters this first quarter with strong energy, expanded reach, and clear direction. What's happening across our markets is more than routine execution; it's visible growth, deeper partnerships, and new ground being covered.

With established operations in **Kenya, Uganda, Tanzania, Rwanda, Burundi**, and now a solid presence in the **United Arab Emirates (UAE)**, our footprint continues to grow beyond borders. Each market is contributing to a bigger picture: one team, multiple regions and shared standards of excellence.

On the ground, our teams continue to drive impact in Modern Trade and General Trade segment through designing of impactful Route To Market, Sales Management, Field Merchandising, Promotions/Activations, Roadshows, and Technology-enabled reporting. Expanded client mandates and cross-country projects reflect the confidence brands place in our delivery.

Behind the scenes, over **1,500** field staff and dedicated leadership teams across regions are aligning efforts, strengthening coordination and sharpening execution standards. Continuous training, improved systems and stronger collaboration are shaping how we work and how we win.

***This is a Momentum Year. Not because we say it is but because the pace, the expansion, and the results speak for themselves.***

As we move through Q1 and approach 14 years this year, one thing remains constant: Treasure continues to grow, evolve, and deliver where it matters most.

**The journey is expanding.  
The standards are rising.  
And we're just getting started.**





## FRANCIS MWORIA

### MANAGING DIRECTOR

As we step into 2026, we do so with gratitude, pride, and bold ambition. Reflecting on 2025, we celebrate a year of double growth driven by increased trust from existing clients and new partnerships across Kenya, Uganda, Tanzania, and Rwanda.

Our regional footprint expanded even further with the opening of our Dubai office, our sixth global location strengthening our position as a strategic marketing agency beyond East Africa.

We welcomed approximately 230 new team members as we signed 9 new clients across our markets, reinforcing our commitment to excellence, integrity, and measurable execution.

# “ 2026: A Year To Go Further, Together.”

Leadership and governance were also strengthened with the introduction of the Group Finance Manager roles, increasing global visibility and accelerating automation of our processes.

Our internal culture remains strong with improved engagement scores, fewer staff exits, and a 44% decline in integrity cases reflecting a team that truly embodies our values

#### What 2026 Means for Us

This year, we focus on:

- Deeper client partnerships and brand acceleration
- Enhanced leadership and staff capability development
- Advanced IT integration and performance measurement
- Greater global visibility, including expansion into Southern Africa and Europe

Beginning March, we will roll out enhanced branding campaigns to elevate Brand Treasure and reinforce our position as a top 3 BTL agency in the region. As we celebrate 14 years of impact, the call is clear: live our values, guide every brand to win, and ensure excellence in every execution

#### In Summary

2025 proved what we can achieve together. 2026 is about scaling it with discipline, innovation, and unity. Let this be a defining year for Treasure, for our clients, and for each of us individually.

# MWATUMU MBUGHA

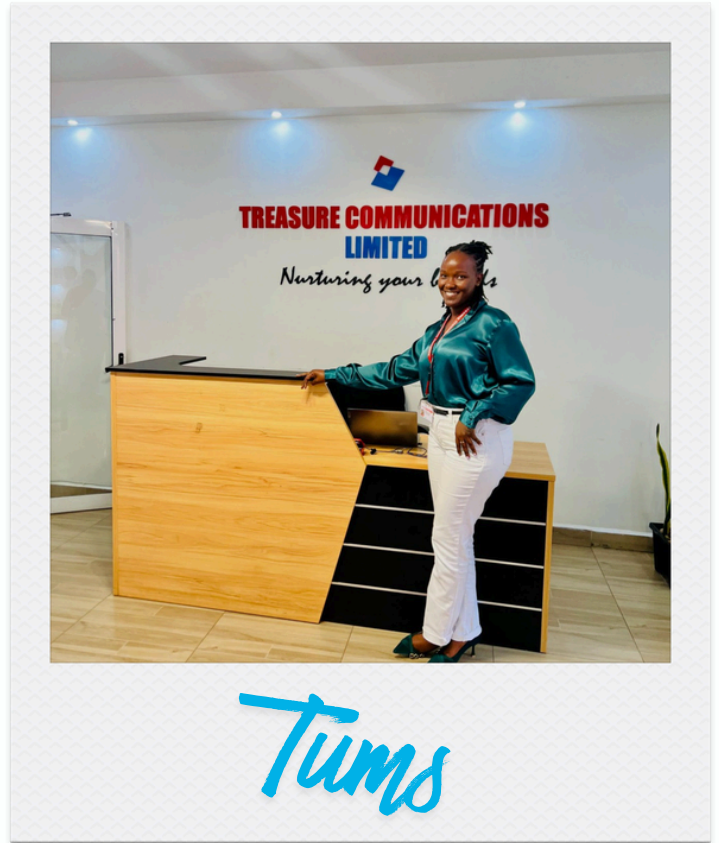
## OPERATIONS MANAGER - TZ

Mwatumu Mbugha is a passionate marketing and operations professional with over five years of experience delivering impactful campaigns and leading teams in fast paced environments. She currently serves as Operations Manager at TCL Corporation in Tanzania, where she oversees project execution, team coordination, and operational excellence to ensure consistent delivery of high quality results.

### Professional Journey

Mwatumu began her career as a Client Service & Account Manager (2020–2022), managing key client portfolios and acting as the primary point of contact to ensure strong relationships and service excellence. Her ability to understand client needs and coordinate cross functional teams contributed significantly to client satisfaction and business growth.

She later transitioned into a Operations Manager role (2024–present), leading the end to end delivering many impactful projects. She manages over 100 members, and implemented risk management strategies that reduced scope creep by 30%.



### Approach & Leadership

Mwatumu believes that successful campaigns are built on strong collaboration, clear communication, and disciplined execution. In her current role, she continues to drive efficiency, empower teams, and ensure operational processes support both creativity and performance.

### Looking Ahead

With a passion for continuous improvement and innovation, Mwatumu remains committed to learning, growing, and contributing to the company's long term success. Her dedication, positive attitude, and results driven approach make her a valued leader and team player.

“Successful campaigns are built on strong collaboration, clear communication, and disciplined execution.”

-Tums-



# PROJECTS HIGHLIGHTS

**Welcome!** to the Project Highlights section of the newsletter! Here, We are excited to sharing some of the cool things we've been working on, a look behind the scenes, and what's coming up next. we are excited to show you what we've been up to and the progress we're making together.

## 1. EABL DTEU (UG)



### Direct to end User (DTEU) Market Growth

The direct to end user DTEU for UBL - A strategic initiative designed to elevate the hosting experience of our premium and reserve brand consumers.

We have 5 focus brands that are promoted through innovative channels such as Dial-a-party packages, soiree packages, Gifting, Direct sales & E-Commerce

Treasure anticipates that the DTEU initiative will account for approximately 40% of total premium and reserve brand sales within the next 5 years already 11 months in Uganda & Ongoing.



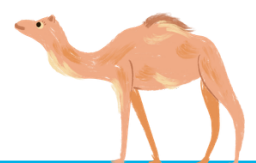
## 2. Ketepa Gulf Food Expo

At Gulfood 2026 (held January 26th – 30th in Dubai at Dubai World Trade Centre / Expo City), Treasure Comms Marketing Services LLC partnered with Kenya Tea Packers Limited (KETEPA) to deliver a standout brand activation. Building on an established relationship, Treasure Comms supplied professional brand ambassadors and skilled baristas to create an immersive, interactive tea experience at the KETEPA stand.

### The activation focused on:

- Welcoming visitors with engaging conversations about KETEPA's heritage, quality Kenyan teas, and diverse product range.
- Serving expertly brewed fresh tea samples to provide authentic tastings.
- Driving foot traffic, longer dwell times, meaningful interactions, and strong visibility in a highly competitive environment.
- Execution was flawless, with professional on-ground delivery, consistent messaging, operational efficiency, and positive feedback from visitors and stakeholders. Outcomes included heightened brand visibility, enhanced engagement and perception (quality + authenticity), and high client satisfaction.

The collaboration reinforced Treasure Comms' expertise in experiential marketing, talent deployment, and high-traffic event execution, while strengthening the partnership with KETEPA and supporting its international market expansion goals. It exemplifies how strategic on-ground activation can turn an exhibition presence into a memorable, impactful brand story.



## KNOW YOUR COLLEAGUE.



“ —  
"Even through challenges, It's good to keep eyes on long-term goals and remain committed to delivering value.." — ”



**Peter Munialo**  
Operations Manager, Treasure  
Communications Uganda

**Munialo Peter** joined Treasure Communications in June 2024, bringing a career journey that spans from Field Sales to Senior Management. Currently the Operations Manager, he oversees day-to-day project execution, drives operational excellence, and serves as a strategic advisor to clients.

A graduate in Business Administration (Accounting & Finance) and a member of the MD Leadership Program, Peter is a firm believer in the power of vision and discipline. His leadership style is rooted in Proverbs 18:21, focusing on empowering his team and fostering a culture of "work hard, play hard."

### At a Glance:

- Expertise: Project operations, client relations, and strategic leadership.
- Philosophy: Success through consistency, positivity, and continuous learning.
- Beyond the Office: A Manchester United fan, active soccer player, and mentor who believes in balancing excellence with a "legendary vibe."

# Keys to Success

## 1. Consistency & Discipline

Success for me is built through showing up every day, doing the small things well, and maintaining high personal standards.

## 2. Speaking Positivity Into My Journey

Inspired by Proverbs 18:21, I have learned that words carry power. I speak growth, excellence, and leadership into my life and work to live up to them.

## 3. Learning From Every Stage

From field sales to senior management, each role taught me valuable lessons that shaped my resilience and leadership style.

## 4. Respecting the People I Lead

I lead by empowering my team with trust, guidance, and space to shine just as my former leaders did for me.

## 5. Staying Focused on the Bigger Picture

Even through challenges, I keep my eyes on long-term goals and remain committed to delivering value.

## 6. Continuous Learning

I invest in self-development through mentorship, training, leadership programs, and mindset-building books.

## 7. Teamwork & Collaboration

Success is a collective effort. Strong collaboration with project leads, merchandisers, and management is key.

## 8. Balancing Work & Play

I work hard, but I also enjoy life. Having fun keeps me refreshed and effective.



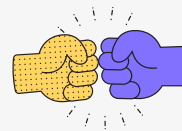
Munialo Fully-Suited up.



Engaging with the audience on ground



# MEET YOUR NEW WORK BUDDY



**Hi everyone,**

*"I am Terry Mwendwa, I'm thrilled to join the team as the new Business Development & Client Service Manager.*

*With over 10 years of experience across customer experience, relationship management, and operations, I've built my career on a simple premise: turning client insights into tangible results. Whether it's boosting retention or driving sustainable growth, I'm passionate about combining strategic thinking with genuine relationship-building to move the needle.*

*I'm looking forward to hitting the ground running and contributing to our shared success!"*

**Terry**

**BDE & Client Service**



**Hello everyone,**

*"I'm Carolyne Samoei, and I'm excited to be joining the TCL team as the Senior Data Analyst with over four years of experience in transforming complex data into the strategic insights that fuel smart decision-making and operational excellence. Throughout my career, I have specialized in bridging the gap between raw numbers and real-world impact, ensuring that every data point serves a purpose in driving growth and efficiency.*

*In the dynamic world of FMCG marketing, data is the heartbeat of the trade. My expertise lies in end-to-end analytics, from identifying market trends to developing high-impact visualizations that allow our teams to see the big picture at a glance.*

*I am truly glad to be joining an agency that is at the forefront of marketing innovation. It is inspiring to be part of a team that values data-driven strategies to deliver excellence for our clients, and I look forward to contributing to our shared success as we continue to lead the way in the FMCG space.*

**Carolyne**  
**Senior Data Analyst**



# Building Capability Across Markets Through Weekly Online Learning

To support continuous growth and strengthen performance across our retail marketing teams, we run weekly online training sessions designed to build skills, confidence, and leadership capability across our markets in Dubai, Kenya, Rwanda, Tanzania, and Uganda.

These sessions ensure that learning is consistent, practical, and aligned with both employee development and business objectives across all countries.

## **What is the main aim of the training?**

The main aim of the online training program is to build capability, enhance skills, and promote best practices across retail marketing teams. The sessions focus on equipping employees with the knowledge and tools needed to perform effectively, adapt to market needs, and deliver strong results in their respective countries.

## **How many trainings are conducted per week?**

Two online training sessions are conducted every week:

One session for leadership staff, focusing on leadership skills, people management, and strategic execution.

One session for all staff, covering core marketing competencies, operational excellence, teamwork, and practical insights for daily performance.

## **Who facilitates the training?**

The trainings are facilitated by internal team members, enabling employees to learn from colleagues who understand the business and market realities firsthand. These facilitators are guided and supported by the Training & Capability Manager, ensuring that the sessions are structured, impactful, and aligned to organizational standards.

## **What is the main goal, and how does it help the business and employees?**

The overall goal of the training program is to create a capable, confident, and high-performing workforce across all markets. For employees, the sessions support continuous learning, career growth, and improved performance. For the business, they drive consistency, stronger leadership, improved collaboration across teams, and better execution of retail marketing strategies. By bringing teams from Dubai, Kenya, Rwanda, Tanzania, and Uganda together through weekly online learning, the program fosters shared knowledge, alignment, and a strong culture of continuous improvement.

## **Assessment and Certification**

To ensure learning outcomes are effectively achieved, participants will be assessed upon completion of specific themes and topics covered during the training sessions. Employees who complete the required modules and assessments will be awarded certifications, recognizing their commitment to learning and validating the skills and knowledge gained through the program.



# Introducing "THE CIRCLE"



## **The Circle's On Fire:**

### **"Two Storming Sessions Down, More to Come"**

Every month, we hit pause on our usual routines and gather in The Circle—a space where every voice counts, and no idea goes untested.

Here, ideas come to life in every format imaginable: skits, debates, videos, themed dress codes, music, dance, even PowerPoints—you name it. It's a creator's space where imagination meets discussion, and every presentation is an opportunity to inspire, challenge, and entertain.

Teams dive in, debate, question assumptions, storm through disagreements, criticize constructively, and sometimes concede. Since January 2026, we've already held two successful storming sessions, sparking lively discussions and fresh ideas that continue to ripple through our teams.

The goal isn't to "win." It's to shake up ideas, see things differently, and walk away smarter—both about the topic and about each other.

By the end, everyone leaves with fresh insights, a few laughs, and a reminder that the best ideas don't come from agreement—they come from conversation, creativity, and a little chaos.

**Next month, the circle spins again. Are you ready to jump in?**

## The Circle Highlights



**Nick Kyalo & Idah steal the moment with a hilarious skit, stepping into character as African parents from the 80's.**



**Agent Kinoti takes the stage in full character, channeling sharp investigative instincts as a CIA agent delivering his presentation.**



**Lilian lights up the stage as she takes us back to the millennial experience**



**Idah and Nick bring the skit to life with perfect chemistry blending humor, character, and timing into a performance that had everyone fully engaged. A true showcase of creativity and team spirit beyond the boardroom.**



**Muoka takes the stage with a fresh twist delivering his presentation fully in Gen Z mode. From the outfit to the energy, the moment blends creativity, confidence, and bold expression**



**Team members fully engaged as one team takes the floor**



# Interactive Session

## Clarity in a Fast-Moving World

We are living in a time where everything feels accelerated communication, expectations, decisions. It's easy to assume that the only way to keep up is to move faster. But over time, I've learned something different.

***Speed helps.  
Clarity leads.***

In our daily work, we are surrounded by information messages, reports, tasks, notifications. Without intention, it can quickly become noise. But when approached thoughtfully, that same information becomes direction.

Technology today is not just a collection of tools. It influences how we collaborate, how we solve problems, and how we make choices. And in that environment, a few principles quietly create real advantage:

### ***Structure Creates Focus***

Clear systems and organized workflows reduce friction. When things are structured, we think better and act with confidence.

### ***Discipline Builds Trust***

In a connected world, responsibility matters. The small habits we practice daily how we manage information, how we stay aware strengthen the bigger picture more than we realize.

### ***Insight Drives Better Decisions***

Information alone can overwhelm. But when we pause to interpret it and connect the dots, decisions become sharper and more intentional.



**“The real advantage today is not speed it is awareness.”**

Change will always surround us. The difference lies in how intentionally we respond to it.

I have learned that clarity is not something we wait for it is something we choose. And every time we choose it, we step out of reaction and into leadership.

Because in the end, the future does not belong to those who rush through it. It belongs to those who see clearly enough to shape it.

Let's keep building thoughtfully, confidently, and with purpose.



A proud moment for Team Treasure Uganda as GM Ann joins Munialo, Josephine, and the wider team for a vibrant group photo. Captured during a brief pause from operations, the colorful snapshot reflects the unity, passion, and team spirit that power our execution across the Ugandan market.

# HIGHLIGHTS



**Team Tanzania in Style.** Team Treasure Tanzania, led by Operations Manager Mwatumu Mbugha, pauses for a clean and classy team photo confident, and united. The moment captures the pride, professionalism, and positive spirit that continue to drive strong execution across the Tanzanian market.



Smiles, laughter, and festive cheer as Team Treasure Kenya gathers for a memorable group photo during the end-of-year celebration. Moments after the Secret Santa exchange, the team pauses to capture the joy of a year well executed and the camaraderie that makes Treasure more than just a workplace.



**The Faces Behind the Haleon TZ Execution** Merchandisers Suzy and Happy, joined by Project Leader Abubakar seated at the center, pause for an elegant moment on the bench—capturing the professionalism and dedication that drive our field operations every day.



Team Treasure Rwanda, led by GM Carole Kamau, comes together for a proud team moment—capturing the energy, leadership, and collaboration that continue to strengthen Treasure's presence in the Rwandan market.

# HIGHLIGHTS



HALEON - Kenya



**Leadership in Action**  
Haleon Project Manager Petronillah shares a light moment with the Nairobi Regional Team Leaders during an event in Nairobi. The snapshot reflects the strong leadership, collaboration, and team spirit that drive successful project execution on the ground.

HALEON - Uganda



Our Ugandan Haleon field teams engaging consumers during a high-energy in-store activation — bringing brands closer to the people and turning everyday retail spaces into moments of connection and conversion.

## Pepsi Uganda: Activation in Full Motion



Energy, visibility, and teamwork on full display as the Pepsi Uganda activation. Joined by the General Manager Anne and Operations Manager Peter, the Treasure team of brand ambassadors, skaters, and field crew power the experience with a branded roadshow truck, convoy vans, and a vibrant activation setup—bringing the brand closer to consumers and turning the streets into a stage for engagement.





**The KAPA MT Nairobi team.**  
The team was congratulated for its excellent performance in ensuring that the 2025 targets were met and surpassed. The team is enthusiastic and looking forward to the year 2026.



**PROJECT LEAD PEPSI MT - Lydia having an engagement with a Field Merchandiser Representative.**



**Project Leads Lydia and Henry pause in admiration while reviewing the Ajab project execution—an initiative led by Maria, the outstanding work by the merchandiser on the ground left a strong impression, showcasing the level of excellence and attention to detail that defines Treasure's field teams.**



**Project Lead Kitavi UMOJA GT - Sales drivers Check with Shem Neko at Quickmart Mfangano.**

**HAPPY  
BIRTHDAY**



**BIRTHDAY WISHES**

**TO JAN , FEB AND MARCH BABIES**

**To all our amazing team members who celebrated their birthdays  
in Jan, Feb, and March —a heartfelt**

**Happy Birthday to each of you!**

Your presence brings light, energy, and excellence to our team. We are grateful for your contributions and proud to journey alongside you in both work and celebration. May this new year in your life be filled with joy, growth, good health, and memorable moments. Keep shining brightly—you are truly valued!

**Cheers to many more!**





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