

NBOFITNESS

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SUSTAINABLE CORPORATE HEALTH AND PERFORMANCE INDEX (CHPI™) KENYA, Q3 2025

**NAVIGATING SUSTAINABLE PERFORMANCE: WHY YOU
SHOULD INVEST & WORK IN THESE 50 ORGANISATIONS**

**NAIROBI FITNESS
CONSULTING**





EXECUTIVE
SUMMARY

Africa is entering a once-in-a-century economic inflection point.

- Africa will account for 86% of global labor force growth by 2040
- Productivity growth remains structurally constrained
- Workforce health risk is unmeasured and unmanaged
- Economic growth is not translating into performance output

Conclusion: Africa's competitive advantage will not be population size—it will be human performance quality.



THE AFRICAN PARADOX

The Fastest-Growing Workforce. The Lowest Productivity Gains.

- GDP growth ~3.8–4.0% across Africa
- But insufficient job quality and productivity scaling
- Large workforce expansion without performance optimization

Africa is scaling labor faster than it is scaling performance.

Africa is no longer peripheral:

- Critical to global supply chains
- Central to energy transition (minerals, renewables)
- Emerging consumer market + talent pool

According to World Economic Forum:

- Africa's workforce and resources are vital to global growth

If Africa underperforms biologically and cognitively, global productivity declines.



THE INVISIBLE RISK

Human Performance Risk = The Largest Unpriced Risk in African Enterprises

Organizations measure:

- Financial risk
- Market risk
- Credit risk

But not:

- Metabolic health
- Cognitive fatigue
- Workforce resilience

This is the blind spot eroding ROI.

According to the World Health Organization, workplace-related health risks account for a significant proportion of productivity loss globally, while the World Economic Forum estimates that poor health reduces workforce productivity by up to 20–30% in high-risk populations.



INTRODUCING NBOFITNESS CHPI™

NBOFITNESS Corporate Health & Performance Index (CHPI™)

A forward-looking system that identifies:

Which organizations can sustain human performance under:

- Economic stress
- Biological stress
- Cognitive stress

CHPI™ FRAMEWORK

5 Pillars:

1. Workforce Health Risk
2. Productivity Efficiency
3. Talent Retention
4. Workplace Environment
5. ESG Alignment

Organizations that fail to quantify and govern human performance risk are already underperforming—whether they know it or not.



NBOFITNESS CHPI™

METHODOLOGY

The NBOFITNESS CHPI™ evaluates organizations across 5 weighted pillars:

1. Workforce Health Risk Exposure (25%)
 - NCD prevalence risk (obesity, hypertension, metabolic syndrome)
 - Occupational health risk signals
2. Performance Output Efficiency (20%)
 - Absenteeism proxies
 - Presenteeism indicators
 - Workforce utilization efficiency
3. Human Capital Retention & Mobility (20%)
 - Talent retention signals
 - Employer attractiveness
 - Internal mobility
4. Workplace Environment & Culture (15%)
 - Psychological safety
 - Burnout risk
 - Leadership structure
5. ESG & SDG Alignment (20%)
 - Public disclosures
 - Sustainability reporting
 - Employee wellbeing integration



A “Top Performing Organization” in CHPI™

Organizations identified in the CHPI™ cohort demonstrate:

- Lower human performance volatility
- Higher cognitive and physical workforce readiness
- Stronger talent retention under competitive pressure
- Alignment with global ESG capital expectations



AFRICA-SPECIFIC RISK LAYERS

Unique to Africa:

- Dual burden (communicable + non-communicable disease)
- Rapid urbanization
- Informal-to-formal workforce transition
- Infrastructure stress

Human performance is no longer a “wellness initiative.” It is a board-level risk variable.

Across Kenya, organizations are experiencing:

- Rising non-communicable disease (NCD) burden
- Increasing absenteeism and presenteeism
- Escalating health insurance costs
- Declining cognitive performance and decision quality under fatigue



TOP 50 ORGANISATIONS – CHPI™ KENYA

Q3 2025 COHORT

TIER 1:

SYSTEMIC PERFORMANCE LEADERS (HIGH IMPACT ORGANISATIONS)

(Dominant employers + highest workforce complexity + strongest governance signals)

1. Safaricom PLC
2. Equity Group Holdings Plc
3. KCB Group Plc
4. East African Breweries Limited
5. Absa Bank Kenya Plc
6. Co-operative Bank of Kenya
7. NCBA Group Plc
8. Standard Chartered Bank Kenya
9. Stanbic Holdings Plc
10. I&M Holdings Plc

Diagnostic Insight:

- Employ high-cognitive-load workforces
- Strong ESG and governance disclosures



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TIER 2:

NATIONAL INFRASTRUCTURE & ENERGY BACKBONE

11. KenGen Company Plc
12. Kenya Power and Lighting Company
13. Kenya Pipeline Company
14. TotalEnergies Marketing Kenya
15. Kenya Airways

Diagnostic Insight:

- High operational risk + fatigue exposure environments
- Strong correlation between human performance and national productivity output
- Significant opportunity for injury reduction + cognitive performance optimization



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TIER 3:

INSURANCE, INVESTMENT & FINANCIAL ECOSYSTEM

16. Britam Holdings Plc
17. CIC Insurance Group
18. Jubilee Holdings Limited
19. Sanlam Allianz Holdings Kenya Plc
20. Kenya Reinsurance Corporation
21. Centum Investment Company Plc

Diagnostic Insight:

- Direct exposure to health claims and actuarial risk
- Immediate ROI visibility from workforce health optimization
- Strong ESG alignment pressure



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TIER 4:

MANUFACTURING, FMCG & INDUSTRIAL PERFORMANCE DRIVERS

22. Bamburi Cement Limited
23. British American Tobacco Kenya
24. Carbacid Investments Limited
25. Unga Group Plc
26. Crown Paints Kenya Plc
27. East African Cables Plc
28. Eveready East Africa

Diagnostic Insight:

- Physical + metabolic workload exposure
- Direct linkage between health status and output efficiency
- High ROI from injury prevention + endurance optimization



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TIER 5:

AGRIBUSINESS & PRIMARY PRODUCTION

29. Kakuzi Plc

30. Sasini Plc

31. Limuru Tea Plc

32. Williamson Tea Kenya

33. Eaagads Limited

Diagnostic Insight:

- Heavy physical labor dependency
- Climate + nutrition-linked workforce variability
- Strong case for endurance, recovery, and nutrition interventions



TOP 50 ORGANISATIONS – CHPI™ KENYA

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TIER 6:

MEDIA, SERVICES & KNOWLEDGE ECONOMY

- 34. Nation Media Group
- 35. Standard Group Plc
- 36. Scangroup Plc
- 37. Longhorn Publishers Plc

Diagnostic Insight:

- High cognitive load + deadline-driven stress cycles
- Elevated burnout and attention fatigue risk



TOP 50 ORGANISATIONS – CHPI™ KENYA

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TIER 7:

LOGISTICS, HOSPITALITY & SERVICES

38. TPS Eastern Africa (Serena Hotels)

39. Express Kenya Plc

40. DHL Global Forwarding Kenya

Diagnostic Insight:

- Shift-based workforce → circadian disruption
- Customer-facing performance pressure
- Strong gains from sleep optimization + metabolic regulation



TOP 50 ORGANISATIONS – CHPI™ KENYA

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TIER 8:

**REAL ESTATE, DEVELOPMENT &
EMERGING ENTERPRISE**

- 41. Home Afrika Limited
- 42. Nairobi Business Ventures
- 43. Kurwitu Ventures

Diagnostic Insight:

- Award recognized



TOP 50 ORGANISATIONS – CHPI™ KENYA

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TIER 9:

HIGH-PERFORMANCE EMPLOYER SIGNAL

- 44. Coca-Cola Beverages Africa Kenya
- 45. CPF Financial Services
- 46. Cigna Healthcare Kenya
- 47. Kenya Reinsurance Corporation
- 48. Sama Sourcing Kenya
- 49. Kabarak University
- 50. DHL Express Kenya

Diagnostic Insight:

- Award recognized



THE TALENT WAR REALITY

Organizations outside CHPI™ → Talent Drain Risk

Talent will not stay where performance declines.

- Migration to:
 - Health-optimized workplaces
 - High-performance environments

Even top organizations face:

- Workforce aging
- Lifestyle-driven decline
- Burnout accumulation

Inclusion today ≠ inclusion tomorrow.



NBOFITNESS SOLUTION & ROI MODEL

Corporate Human Performance Risk Governance™

Global benchmarks:

- 3–6x ROI on health investment
- Up to 25% absenteeism reduction
- Up to 15% productivity increase

Delivers:

- Board-level risk quantification
- Workforce diagnostics
- Intervention systems
- ESG integration

The next decade will not be won by strategy alone.

It will be won by:

- Biological optimization
- Cognitive resilience
- Workforce sustainability

**This is no longer wellness. This is economic survival.
It's a competition for human performance dominance.**

