



M-PESA Key Performance Statistics

15/December/2009 ----- Safaricom has released the following statistics on M-PESA usage. Figures are as at last date of each month.

07/08 FY

	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08
Nr M-PESA Customers	52,453	100,839	169,114	255,708	408,627	591,200	807,917	1,041,522	1,337,103	1,560,607	1,766,600	2,075,527
Nr of Agent Outlets countrywide	355	446	513	681	819	960	1,196	1,379	1,582	1,812	2,019	2,329
Monthly Value of Person to Person transfers (Billion KShs.)	0.098	0.221	0.325	0.480	0.712	0.931	1.28	1.6	1.73	1.85	2.40	3.12
Cumulative Value of Person to Person transfers, since launch* (Billion KShs.)										9.25	11.65	14.77

08/09 FY

	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09
Nr M-PESA Customers	2,373,455	2,718,127	3,038,523	3,367,192	3,726,175	4,143,043	4,420,279	4,751,386	5,082,474	5,478,279	5,816,018	6,175,056
Nr of Agent Outlets countrywide	2,606	2,771	3,011	3,378	3,761	4,230	4,781	5,399	6,104	7,304	7,512	8,650
Monthly Value of Person to Person transfers (Billion KShs.)	3.87	5.13	5.26	6.89	8.32	9.61	10.93	11.17	13.96	13.70	14.50	17.18
Cumulative Value of Person to Person transfers, since launch* (Billion KShs.)	18.64	23.77	29.02	35.92	44.24	53.85	64.77	75.95	89.91	103.6	118.09	135.27

09/10 FY

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09
Nr M-PESA Customers	6,482,118	6,797,516	7,153,028	7,387,980	7,679,043	7,991,123	8,337,559	8,597,738
Nr of Agent Outlets countrywide	9,521	10,401	10,735	11,623	12,465	13,326	13,999	14,764
Monthly Value of Person to Person transfers (Billion KShs.)	17.18	18.53	19.07	20.22	20.18	22.65	24.62	23.96
Cumulative Value of Person to Person transfers, since launch* (Billion KShs.)	152.45	170.98	190.05	210.27	230.45	253.10	277.72	301.68

* M-PESA was launched in Kenya by Safaricom, in partnership with Vodafone, on 6th March-2007

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