

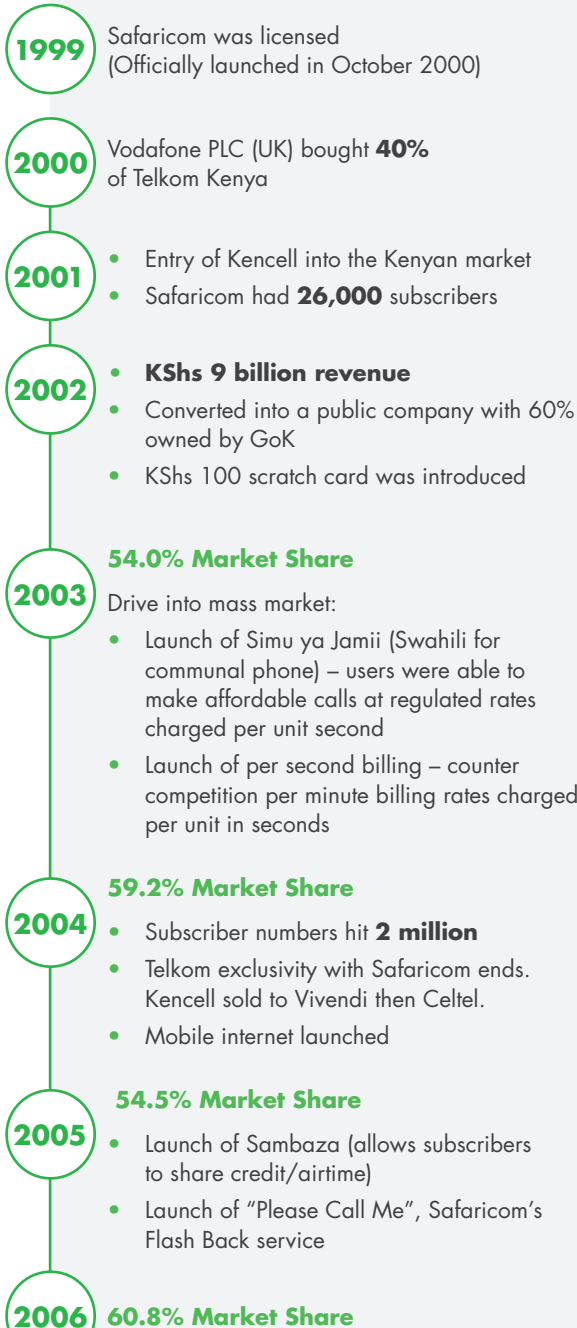
In the past two decades, Safaricom has grown from a telecommunication service provider into a technology company. We have grown to be more than just a mobile service provider, morphing into a digital lifestyle enabler leveraging on technology driven by our purpose: To transform lives. Our customers have been a key part of this journey. They have shown confidence in us and supported us in the 20 years we have served them. We are very grateful for that confidence and continue to go beyond to earn it. Last year, we made a new commitment, to be there for them in a Simple, Transparent and Honest manner. While this has been the case, we are committing to make it better through elevating their customer experience and adequately meeting our customer's needs.

The next phase of Safaricom's growth will be driven by our vision to become a purpose-led technology company by 2025. We are cognisant that technology and a data-driven economy can further support Kenya's economic growth and these will be our launchpad for the next 20 years. This will see us continue our innovation tradition and simplify our products and services in line with our FOR YOU brand promise.

Safaricom will continue to support the growth of SMEs and Micro-SMEs, which are the engines of economic growth in our country, by offering enhanced financial services and connectivity solutions. We plan to go beyond to new frontiers, be more present, more world-class and enable new platforms to launch our SMEs into greater possibilities.

Safaricom's products and services play a central role in the daily lives of nearly 40 million customers. With such a huge customer base under our wings, our purpose has always been to continue transforming lives through delivering connectivity and innovative services that can truly improve the quality of life and the livelihood of every person the Company reaches.

OUR JOURNEY...



Network coverage and device financing

Despite the high level of mobile telephone penetration in Kenya, a large section of the population is unable to afford 3G- and 4G-enabled devices and still relies on 2G-enabled devices. Even with that, we accelerated 4G coverage in the year, **upgrading 1,045 sites to 4G, which increased the 4G coverage to an additional 20% of the population. Our 4G network covers 94% of the Kenyan population, while the 3G and the 2G network covers 95% and 96%, respectively. There is no doubt that mobile communication is easier than ever before and that more lives have been touched by it.**

Also, as Safaricom drives digitisation for its consumers and enterprise customers, the organisation has so far **laid 10,080 km of fibre and connected more than 204,000 homes and 38,000 enterprise customers.** This has made it possible for customers to stay connected to loved ones, stream videos and music, or get information online in record time.

Safaricom Foundation

The **Safaricom Foundation is one of the largest corporate foundations in Kenya with a focus on building communities and transforming lives.** The Foundation has foot print in each of the 47 Counties and has impacted over 5 million people since 2003. Partnerships are at the centre of the work of the Foundation and since inception it has partnered with more than 2500 partners and invested over KShs 3 billion.