

## **Our Safaricom journey** 65.4% Market share Safaricom was licenced 1999 2007 • 6 million subscribers (Officially launched in October 2000) Launch of M-PESA on 1 March 2007 • First to market with 3G Vodafone PLC (UK) bought 40% of Telkom Kenya 2000 59.2% Market share • Michael Joseph is appointed CEO • Safaricom Initial Public Offering (IPO) government sold 25% and diluted to 35% • Entry of Kencell into the Kenyan market 2001 • Safaricom had **26,000 subscribers** • 10 million subscribers KShs 61 billion revenue KShs 9 billion revenue • Celtel branded to Zain 2002 Converted into a public company with 60% Telkom partners with Orange owned by GoK • Entry of Essar Telecoms, YU KShs 100 scratch card was introduced • IMT pilot partnership with Vodafone and 54.0% Market share 2003 Drive into mass market: • 79.1% Market share > Launch of Simu va Jamii (Swahili for 2009 M-PESA interoperability with banks, WiMAX communal phone) – users were able to make affordable calls at regulated rates Off-island fibre, investment in SEACOM and charged per unit second > Launch of per second billing - counter • 78.3% Market share competition per minute billing rates 2010 Bob Collymore is appointed CEO charged per unit in seconds • Airtel buys Celtel branded as Zain • 59.2% Market share • The Communication Authority assigned 2004 Subscriber numbers hit 2 million additional frequency spectrum resources to • Telkom exclusivity with Safaricom ends Zain to enable it to offer 3G services • Kencell sold to Vivendi then Celtel • Regulator implements MTR reduction to KShs 0.99 which sparks price war Mobile internet launched • 68.2% Market share • 54.5% Market share 2011 • 17 million subscribers 2005 Launch of Sambaza (allows subscribers to share credit/airtime) Mobile number portability • Launch of "Please Call Me", Safaricom's • Price war in the market Flash Back service 65.3% Market share 2012 • Safaricom partners with NCBA Bank 2006 60.8% Market share (Formerly CBA Bank before merger with NIC Bank in Sept 2019) to launch the savings and loan product called M-Shwari

KShs 107 billion revenue

65.1% Market share 2013 • Launch of Lipa na M-PESA Launched the first Sustainability Report 67.8% Market share 2014 21 million subscribers Launch of 4G network Launch of National Security Surveillance • Launch of Spark Venture Fund to help tech start-ups grow their businesses 67.1% Market share 2015 Regional structure – Inspired by Safaricom's desire to put the Customer First and provide Operational Excellence in line with our strategic Safaricom relocates M-PESA servers from Germany to Kenya Launch of KCB M-PESA and True Value Report (Safaricom contribution to Kenyan economy is 6% of GDP) Orange and Airtel receive approval to test 4G • Safaricom partners with GoK to launch Citizen (online payment for 65.6% Market share 2016 • First company in Kenya to link its growth strategy to the 17 UN SDGs • 71.9% Market share 2017 28 million subscribers KShs 224 billion revenue Rebrand to Twaweza "When we come together, great things happen" • Launch of Home Solutions and e-commerce

 64.2% Market share • 29 million subscribers

• Launch of e-commerce – Masoko

Launch of M-PESA Global

62.4% Market share

• 31.8 million subscribers • Launch of Nawe Kila Wakati (NKW) Always With You campaign

Launch of Fuliza

 64.8% Market share 2020

Launch of "FOR YOU" customer

 Acquisition of M-PESA brand via joint venture with Vodacom

Partnership with Visa

• 64.4% Market share

Peter Ndegwa takes over as CEO

• Michael Joseph appointed as the Chairman of the Board

 Launch of new strategy and agile organisation

Launch of 5G trials

• Launch of device financing with Lipa Mdogo Mdogo

• 65.3% Market share

 M-PESA celebrates achieving 30 million monthly active customers

 M-PESA celebrates 15 years of Transforming Lives

• Launch of M-PESA Consumer Super App and Business App

 Awarded Telecommunications licence in Ethiopia

• Launch of Halal Pesa, the first Shari'ah-compliant digital financing product in partnership with Gulf Bank

Launch of DigiFarm

2019

2021

2022