



Safaricom Plc
FY25 INVESTOR PRESENTATION
9th May 2025



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The Group's management believes these measures provide valuable additional information in understanding the performance of the Company's businesses because they provide measures used by the company to assess performance. Although these measures are important in the management of the business, they should not be viewed as replacements for, but rather as complementary to, the comparable GAAP measures. All growth rates quoted are year-on year and refer to the year ended 31 March 2025 compared to the year ended 31 March 2024, unless stated otherwise.

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Agenda

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**Brand & Purpose
Update**

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**Recap of the Past
5YR-Strategy Cycle**

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**FY25 Operating Review
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**Outlook &
FY26 Guidance**

Business Overview, Purpose & Strategy Update

Dr. Peter Ndegwa, CBS

Chief Executive Officer



01

Safaricom Kenya Brand & Purpose



M-PESA @18 | Revolutionizing Kenya's Financial Landscape

Launched in
March 2007

+35Mn
Customers

+200
IMT Corridors

Supporting
55k Integrations,
+100k Developers

Capacity to support
4,500 transactions
per sec

Driven Formal Financial
Inclusion to **84.8% in 2024**
from **19% in 2006**¹

>8% Contribution
To GDP growth in Kenya
as of 2023²

+1Mn p.a Jobs Sustained
through the Eco-system;
Dealers Agents, Developers³



Sources;

¹FinAccess Household Survey Report by CBK,

²The State of the Industry Report 2025 by GSMA

³Safaricom True Value Assessment by KPMG from annual Sustainability Reports on our Website



M-PESA @18 video

Our Awards & Recognitions in the Year



PEOPLE

Top Employer in Kenya and Africa for the fourth year running

Awarded by The Top Employer Institute (TEI).

DIVERSITY & INCLUSION

Most Inclusive Corporate leader by National Council for Persons with Disabilities (NCPWD)

Best Most Inclusive Listed Company – 5th time in a row awarded by Daima Trust

BRAND

Overall Marketing Company of the Year

Best Sports Marketing Campaign for Chapa Dimba Na Safaricom

Awarded by Marketing Society of Kenya

REPORTING

FiRe Awards Winner – Integrated Reporting

1st Runners-up Industrial, Commercial and Services category

Awarded by FiRe awards by ICPAK

Our Foundations | Invested KShs 18.4Bn, Impacting 13Mn Lives in the Past 5 Years



Education

Total Investment: KShs 12.4Bn
Total Reach: 1.1Mn beneficiaries



Health

Total Investment: KShs 3.6Bn
Total Reach: 10.3Mn beneficiaries



Humanitarian Response

Total Investment: KShs 0.8Bn
Total Reach: 232k beneficiaries



Environment, Water & Livelihood

Total Investment: KShs 1.4Bn
Total Reach: 1.4Mn beneficiaries



Other Programmes

Total Investment: KShs 0.2Bn

Our Culture | Beliefs and Behaviours Guiding Safaricom Spirit



**ZERO HARM, GETTING IT DONE TOGETHER,
NO ONE GETS HURT, I DO THE RIGHT THING**

02

Safaricom Group

Strategy Recap; The Past 5 Years



OUR 5-YR Strategy | Commercial Execution over the Past 5 Years with Notable Outcomes



Mobile Connectivity

- ✓ **2X** growth in **mobile data** revenue
- ✓ **Stable voice** business (58.4% growth in usage)
- ✓ Stable **ARPU growth** despite **price reduction**
- ✓ Use of **CVM** and **AI** (personalized offers)



M-PESA/FS

- ✓ **Value & Velocity** – **3X** Transaction value, **4X** volume, **10.4X** free transactions
- ✓ **Footprint** acceleration (**4X+** merchants, **2X** agents)
- ✓ Growth **beyond payments**



Ethiopia

- ✓ **Launched a greenfield operation**
- ✓ **Accelerated commercial momentum in Ethiopia**



Enterprise & Public Sector

- ✓ **Tech partner** of choice for public sector
- ✓ Major programs in **healthcare** and **financial inclusion**
- ✓ **Beyond connectivity**



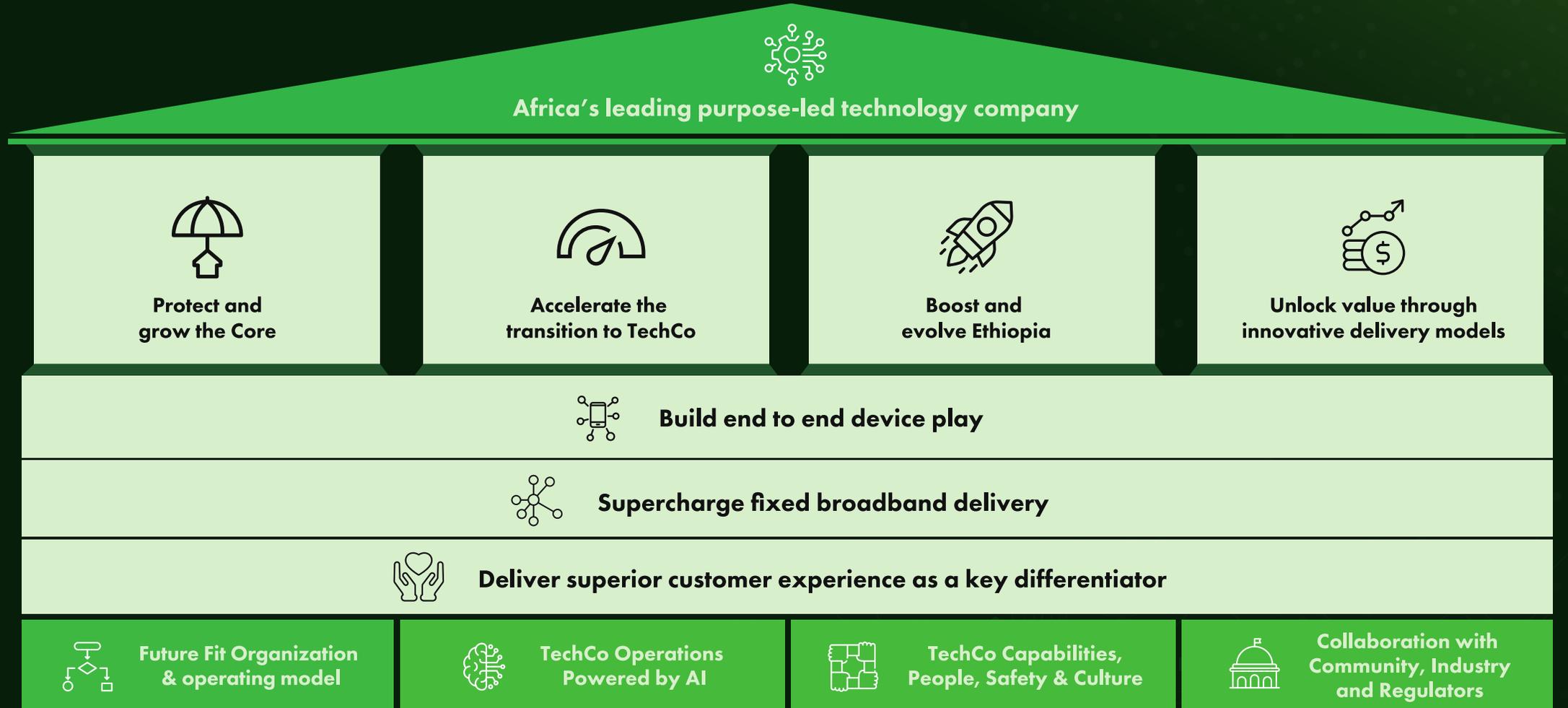
Fixed

- ✓ **Double** homes **passed** and **4X** homes **connected**
- ✓ **#1** on **customer share** and **experience**
- ✓ 4G/5G fixed wireless acceleration
- ✓ **Double digit** growth

03

Safaricom Group Vision 2030





Vision 2030 | Six Big Priorities Over the Next 5 Years



CONSUMER

- 4G+ device acceleration
- Always on safe secure
- Grow segmented & integrated propositions with embedded loyalty
- Scale content & digital platforms



ENTERPRISE

- Beyond connectivity
- Segment led execution



FS/M-PESA

- Super app acceleration – Intuitive AI driven
- Innovative payment use cases
- Beyond payments- credit/ savings/ insurance
- Enable enterprise & public sector



PUBLIC SECTOR

- Digitization partner of choice for public sector
- 3-4 large sectors fully digitized



FIXED

- 1Mn+ homes and businesses connected
- Always on broadband (fiber, wireless, satellite)



ETHIOPIA

- Establish M-PESA use cases
- Scale business (Customers, Coverage)
- Sustainable funding
- EBITDA positive by FY27

04 (a)

FY25 Operating Review

Kenya





Macro Tailwinds & Headwinds

Tailwinds

- GDP growth slowdown; +4.8% in 2025 (IMF)
- Stable inflation rates; 3.6% Mar 2025
- Stable Kenyan Shilling
- Easing monetary policy

Headwinds

- Increased fiscal pressure
- High interest rates
- Shrinking private sector credit growth, high NPLs

Regulatory & Industry

Tailwinds

- Great support & collaboration with the regulators; CBK, CA

Headwinds

- Regulatory shifts on horizon (MTR, Infra Sharing, Satellite, National Payment Switch, Agent Interoperability)
- Increased regulatory pressure

Customer Insights

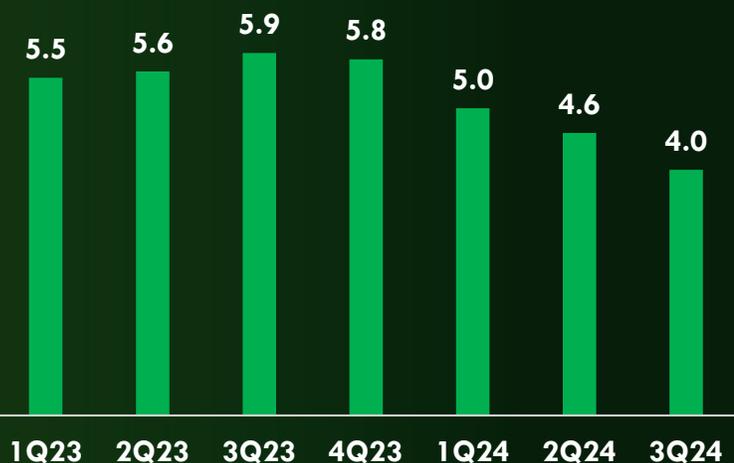
Tailwinds

- Declining food prices
- Improved fuel prices

Headwinds

- Disposal incomes under pressure
- High energy tariffs
- Demand for more value
- Uncertain tax regime

GDP Growth Remains Resilient (%)



Source; KNBS

Stable Inflation Rate (%)



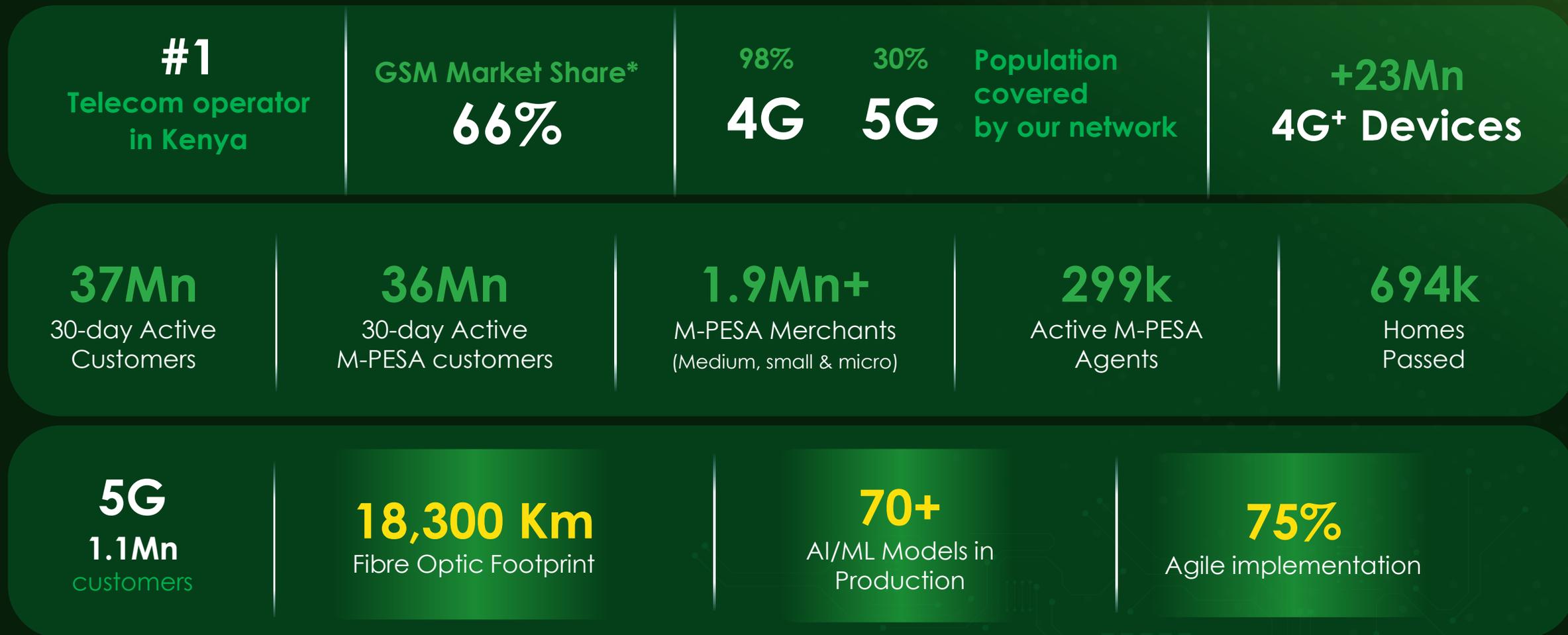
Source; CBK

Stable Kenya Shilling (USD/KES)



Source; CBK

Current Shape of the Kenya Business



PURPOSE: BIGGEST BRAND AND SUPPORTER OF KENYAN SOCIETY

*Source; Communications Authority of Kenya.



Strong Topline Growth

- Consumer business growth above inflation
- Double digit growth in FS



TechCo Capabilities

- Agile structure ramp up to 75% of our business
- 2+1 skills transformation program



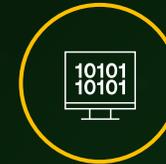
Purpose and Brand

- @24 years celebrations
- M-PESA@18
- M-PESA Foundation@15



Customer First (enabled by AI)

- Segment led execution- Emerald, Shine, Enterprise Segments, S-Hook
- Customer base acceleration (4G Customers, 90-day customer base)



Big Data & AI

- Scaled AI use cases - Cluster based pricing, integrated propositions, customer protection against fraud

Consumer Business | Delivering for Our Customers, While Growing the Core



Customer Segmentation

- Driving meaningful connections, tailored experiences & personalised propositions



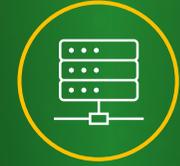
Integrated Propositions

- All in one
- Make Your Bundle
- Emerald Post Paid
- Family Share



Accelerating 4G Penetration

- Open market partnerships to drive 4G devices penetration
- Leveraging on the East Africa Device Assembly to drive affordability



Digital Content

- Driving engagement for home and mobile broadband customers



ALL YOU NEED IN ONE
Enjoy more control with your all-in-one plan

2,000 MONTHLY PLAN

- 1,000 minutes
- 17GB
- 2,000 SMS + Free WhatsApp

Visit MySafaricom App or dial *544#, select 'Go Monthly' and choose your All-in-One bundle.

BRILLIANT CAMERA LONG LASTING BATTERY BIGGER STORAGE DUAL SIM

4 Maisha Poa
4 keeping what matters na storage space kubwa
Dial *544# kupata smartphone.

NEON SMARTA 2 KSh. 7,999/-

Google on Android Safaricom

showmax
Premier League

IT'S YOUR STADIUM ON THE MOVE

Enjoy Showmax Premier League Mobile + 3GB data at only

Ksh 450 MONTHLY MOBILE ONLY Dial *544*37# to subscribe

POWERED BY Safaricom

Financial Services | Beyond Consumer Payments, Delivering Value for the Underserved



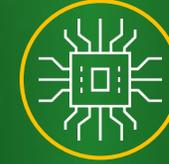
Payments

- Business & Consumer payments powering growth of the core
- Merchants- Pochi & Lipa na M-PESA (LNM)
- Global Payments



Financial Services

- Ziidi (1.5Mn opt-ins)
- Device insurance (411k Policies)
- M-Ratiba (2Mn Customers)
- Credit solutions- Fuliza, Merchant Term loans & Merchant Overdraft



Digital Lifestyle Enabler

- Business & Consumer app activity growth
- Scaled API Integrations
- Increased developers (106k)



Enterprise Business & Public Sector | The Digitisation Partner of Choice



Safaricom Grow
Business Brand



ICT & Cloud
52% growth
in revenue



Public Sector Digital Transformation

Enabled Government Revenue Collections, Universal Health Coverage & Deepening Financial Inclusion



Hustler Fund
KShs 14.2Bn
Disbursed, 20.6Mn
Customers



**Inua Jamii - Government
Cash Transfer**
1.7Mn Beneficiaries,
KShs 4.3Bn Disbursed



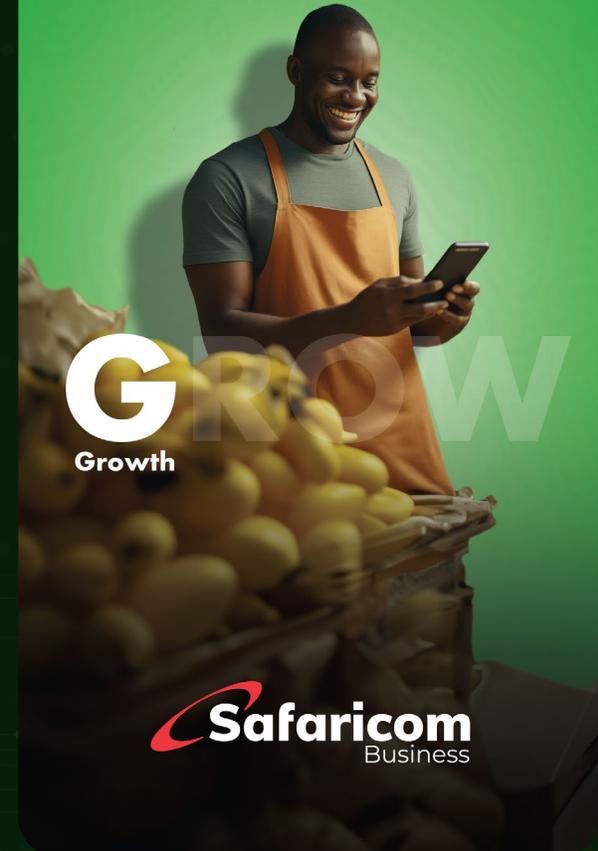
Fertilizer Subsidy
8.5Mn Fertilizer bags
Redeemed,
to 6Mn Farmers



**Women Empowerment
Groups**
KShs 0.9Bn Disbursed,
2Mn members

GROW
WITH SAFARICOM BUSINESS

EXPAND. EXCEL. ELEVATE
TECHNOLOGY FOR GROWTH



G
Growth

Safaricom
Business

Safaricom

Fixed Business | Accelerating Connections & Enhancing Customer Experience



Reach

Accelerating
Broadband Penetration

Expanded distribution to
large retail chains

FEELS GOOD TO CONNECT
Enjoy Fast, Reliable 4G Internet in 3 Simple Steps

Buy Router Set Up Activate

Visit MySafaricom App or Dial *400# to connect.
Router now available at Selected QuickMart Branches

Available @
KES 2,999/-
KES 2,250/-

140 GB	180 GB	250 GB	500 GB
KES 2,999	KES 4,100	KES 6,299	KES 12,499

*FREE 30GB

Safaricom QUICKMART



Experience

Introduced the first ever 1000Mbps

Driving delight and value
to customers
through home clinics

FEELS GOOD TO UPGRADE
Enjoy upto 2X speeds on home fibre

VISIT MYSAFARICOM APP OR DIAL *400# TO CONNECT

PLATINUM
New ultra-fast
1000 Mbps
KSHS 20,000

Free Router for installation
Kenya's fastest
home internet provider

Safaricom



Cost Optimization

Through low-cost
fibre solutions powered
by AI

Business Fibre

Connect to Kenya's fastest business internet
Experience exceptional speed and value

Free Router Free Installation Support 2222

15 Mbps KES 2,999
50 Mbps KES 5,000
***100 Mbps** KES 6,299

Dial *485# to get connected

Safaricom BUSINESS

04 (b)

FY25 Operating Review

Ethiopia



Ethiopia Operating Environment | Navigating Impact of FX Regime Reforms

Macro-Economic

Resilient Fundamentals as Reforms Take Root

- Easing Inflation; 13.6% in Mar 2025
- Expected 2025 GDP growth of 8.4%
- IMF debt restructuring; foreign aid disruptions
- FX regime reforms ongoing, FX liquidity challenge

Regulatory/Industry

Industry Issues are Being Addressed

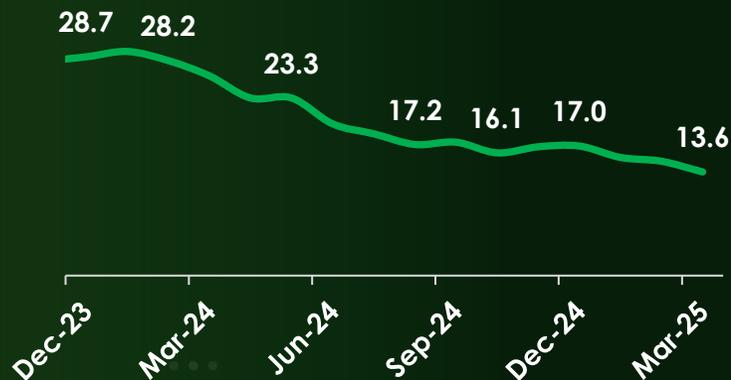
- Mobile Termination Rate reduction
- IPO on 10% privatization of Ethiotel issued
- Ethiotel declared a Significant Market Player (SMP)
- Market adjusting to forex regime reforms

Political/Security

Stable but Fragile

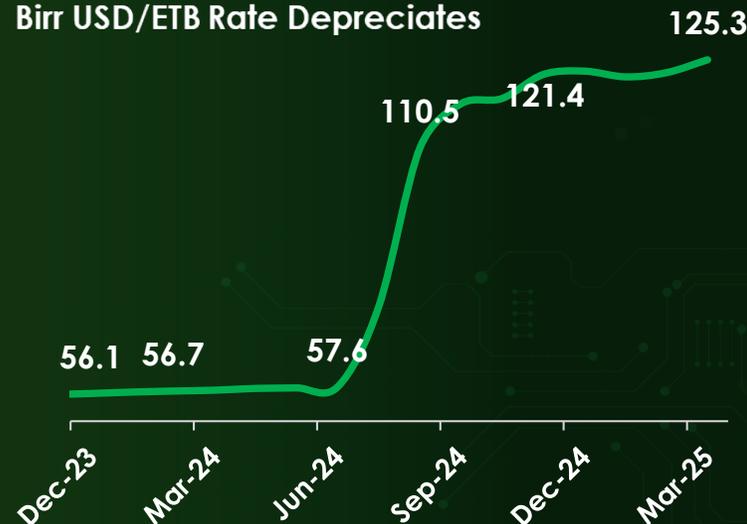
- Stabilizing security situation in Tigray
- Amhara still under state of emergency

Inflation Declining as Market Adjusts to FX Reforms (%)



Source; Ethiopia Statistical Service

Birr USD/ETB Rate Depreciates



Source; Ethiopia Statistical Service

GDP Growth Rate (%)



Source; Bloomberg, IMF, World Bank



Education

- Donating laptops and routers to identified high schools in different city regions and administrations
- Digital talent marketplace



Partnerships

- Partnerships with Government
- Empowering local communities and SME's



Economic Empowerment

- Financial Inclusion for Small farm owners
- Health Women Economic Empowerment

FY25 Ethiopia Performance | Strong Commercial Momentum



Customers

8.8Mn,
+103.2% YoY
90-day active- Total

7.1Mn,
+155.1% YoY
90-day active- Data

6.5GB,
+53.1% YoY
Per Mobile Data User



M-PESA

2.4Mn,
+68.7% YoY
90--day Active Customers

30-Day Active
42k
Unified Merchants

KShs 20.6Bn Value
& 164.6Mn
Volume of transactions



Network

3,141
Sites

Sites Split
1,718 | **1,423**
Own built | Collocated

50%
Population Coverage



People

898
Permanent Employees

95% | **5%**
Ethiopians | Expats

591 | **307**
Male | Female

05

FY25 Group Performance Highlights



FY25 Performance | Outstanding Performance for the Group

	 Total Revenue	 EBIT	 Net Income*
Safaricom Kenya	+11.4% YoY KShs 381.2Bn	+13.0% YoY KShs 158.1Bn	+12.7% YoY KShs 95.5Bn
Group Underlying Performance excluding impact of Birr depreciation & IAS29**	+12.9% YoY KShs 390.1Bn	+16.9% YoY KShs 133.3Bn	+14.2% YoY KShs 80.1Bn*
Group Performance Reported	+11.2% YoY KShs 388.7Bn	+29.5% YoY KShs 104.1Bn	+10.8% YoY KShs 69.8Bn

*Net Income excluding Minority Interest
 **Based on constant currency

Financial Performance Kenya & Ethiopia

Dilip Pal
Group Chief Financial Officer



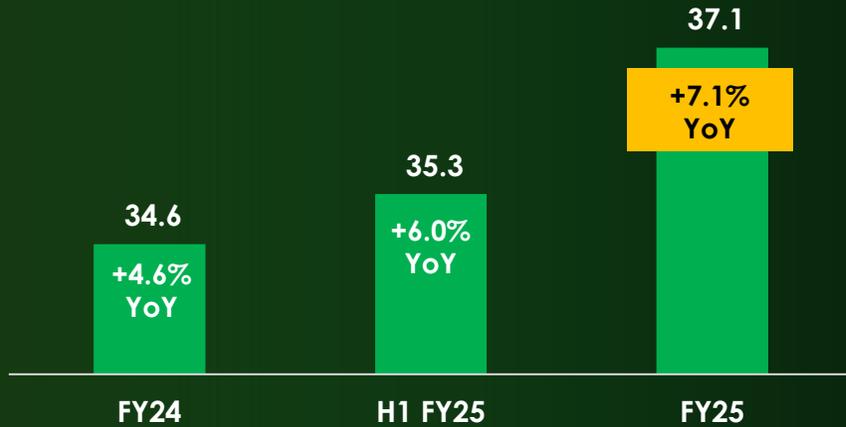
05 (a)

Kenya Performance



Customers | Growing Customer Base in All Segments

Total Customers (Mn)



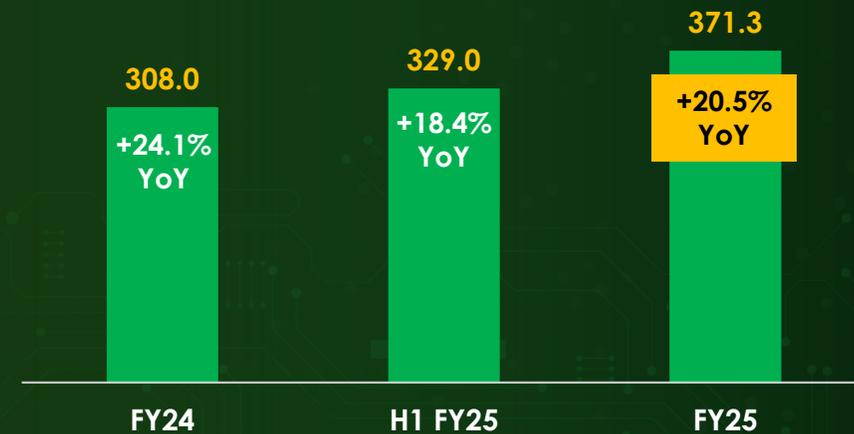
M-PESA Customers (Mn)



Connectivity customers (Mn)



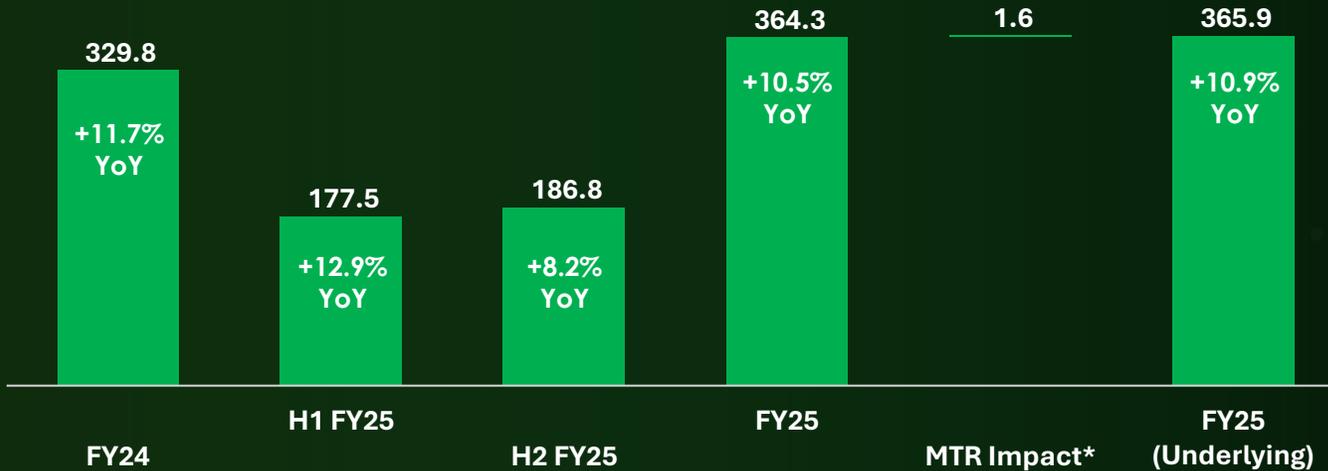
Fixed Data Customers '000s



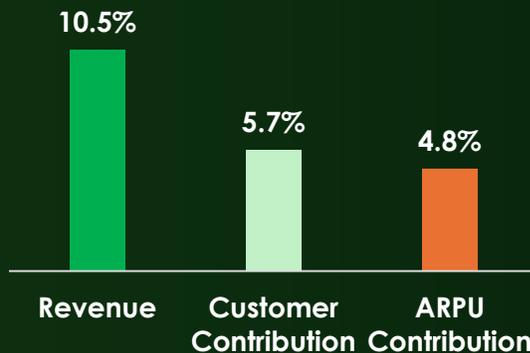
This represents one-month active customers

Service Revenue | Strong Growth Supported by M-PESA and Mobile Data

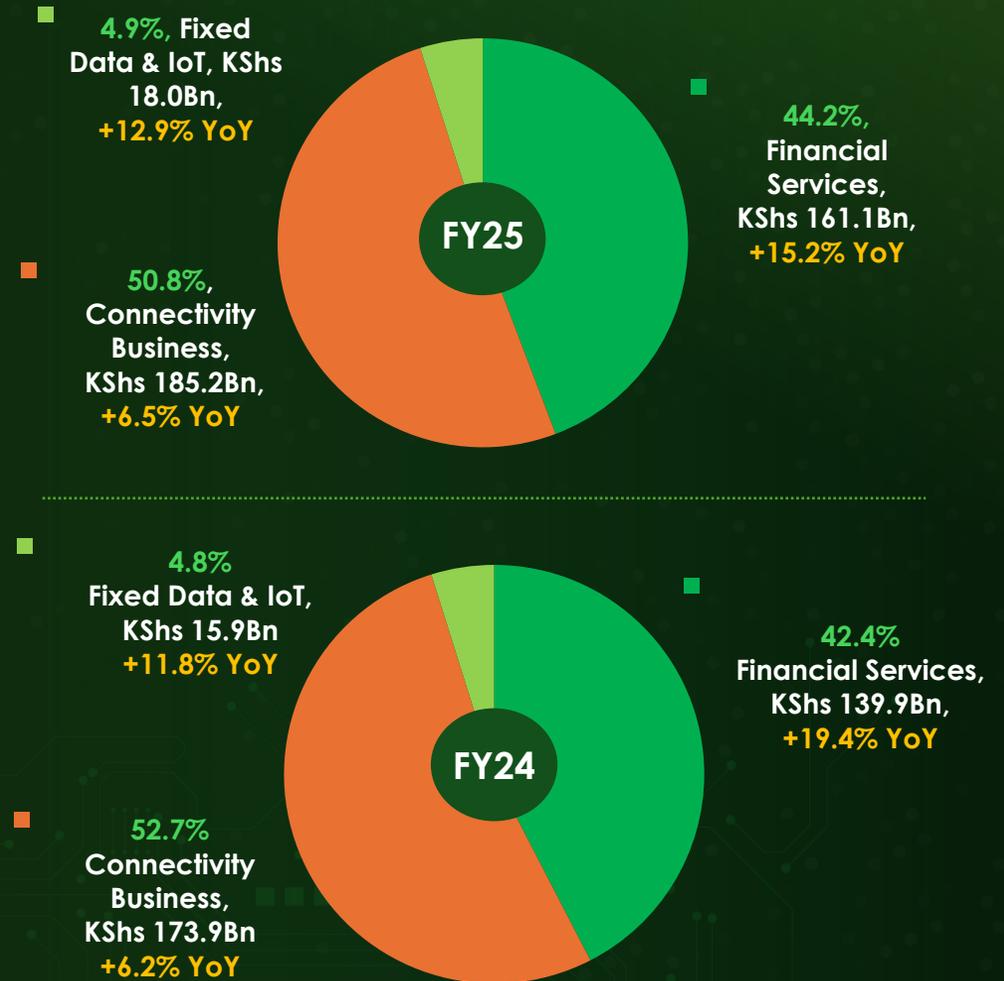
Service Revenue (KShs Bn)



Contribution to Service Revenue Growth



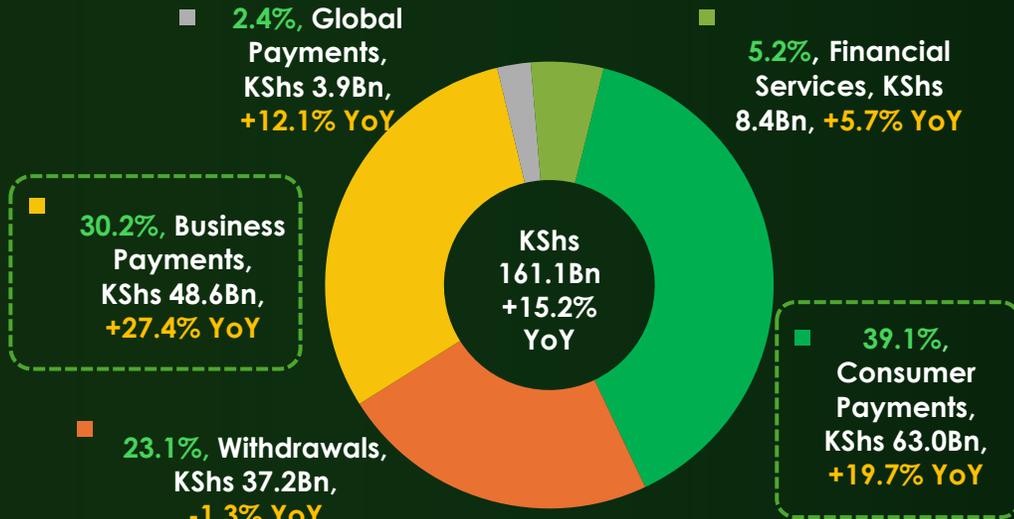
Contribution to Service Revenue Profile



*Mobile Termination Rates (MTR) changes from KShs 0.58 to KShs 0.41 effective 1 March 2024.

M-PESA | Strong Performance Driven by Consumer & Business Payments

Contribution to M-PESA Revenue



M-PESA Volume (Bn)*



M-PESA Value (KShs Trn)*



Chargeable transactions per customer per month

+20.3% YoY
37.9

Take rates on M-PESA transactions

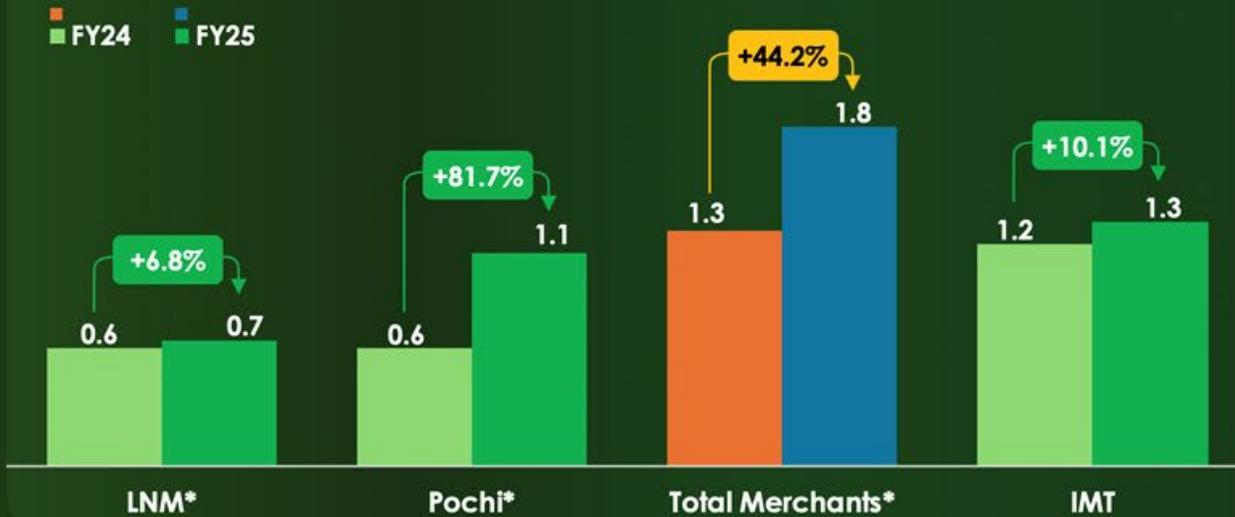
Category	Take Rate	YoY Change
Chargeable	62bps	+1.2%
Total	39bps	+12.5%

*FY24 numbers restated to exclude operational/backend transactions

M-PESA Growth Acceleration | Key Growth Drivers in the Ecosystem

Payments Acceleration

Customers (Mn)



Merchants Revenue (KShs Bn)

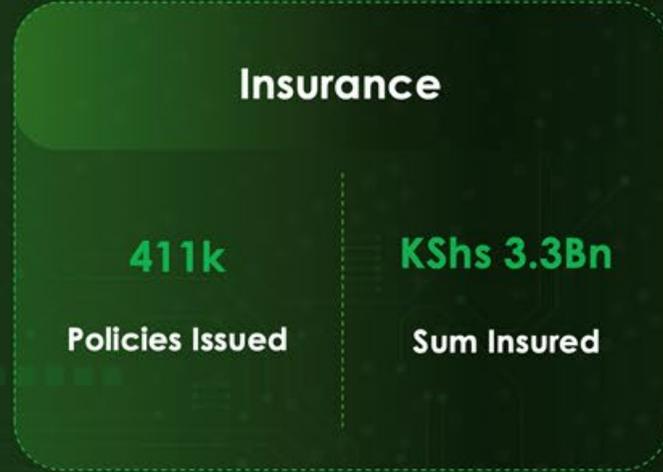


New Growth Areas

Wealth Management



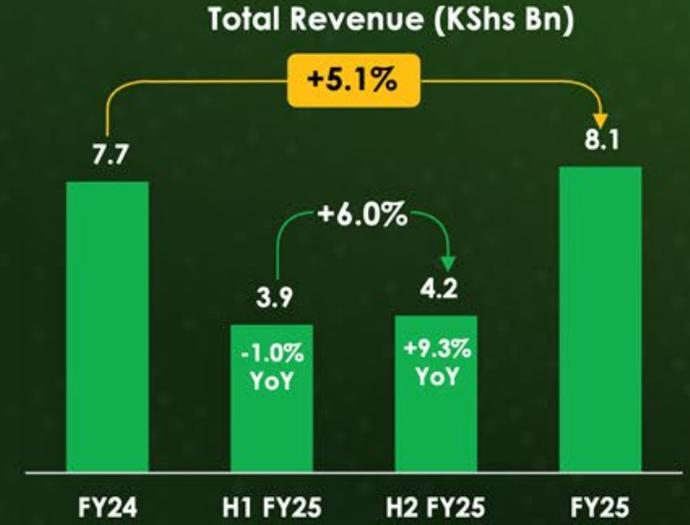
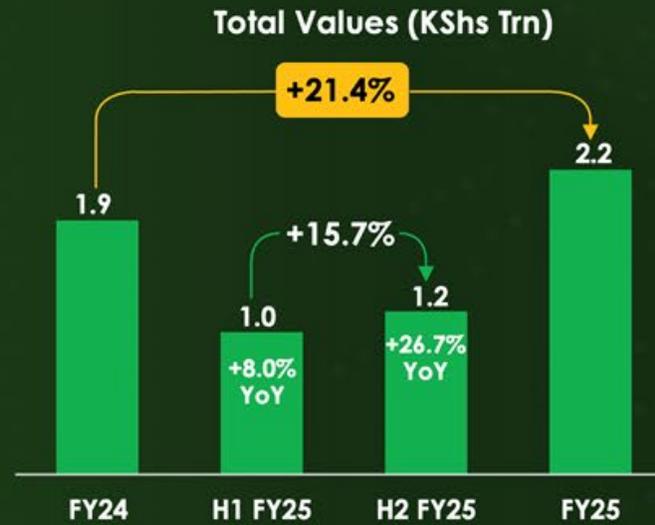
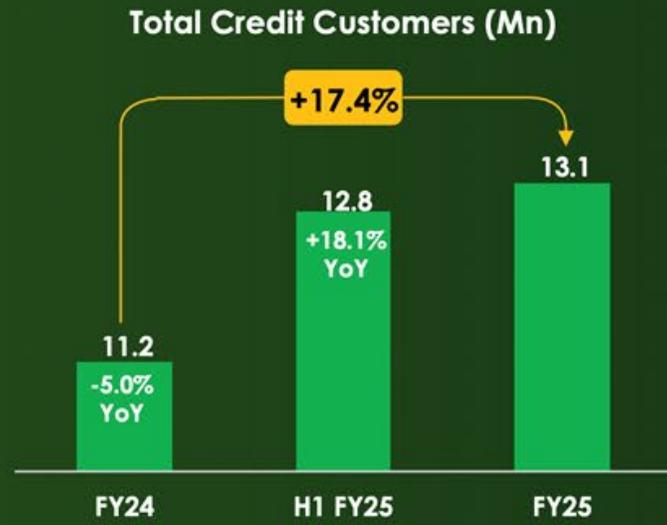
Insurance



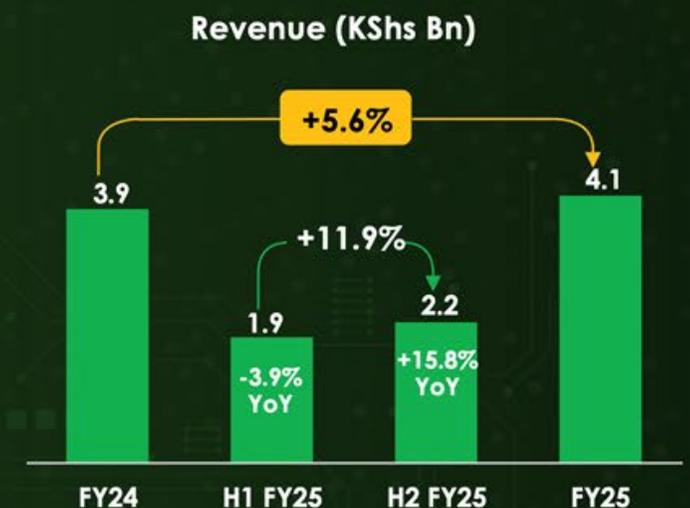
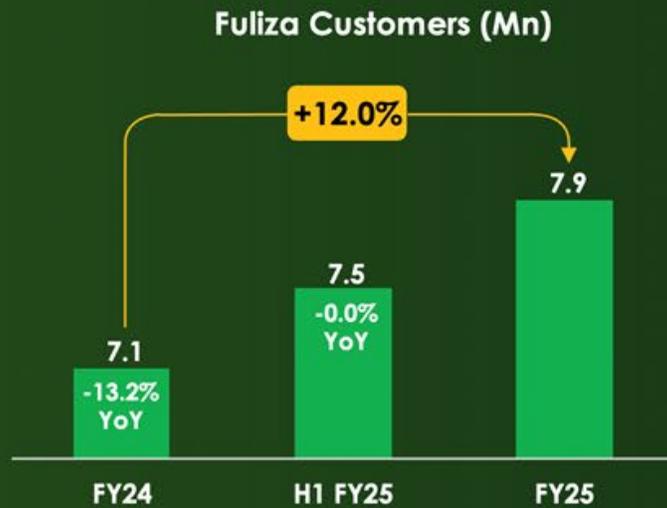
*Total Merchants is a summation of Lipa na M-PESA (LNM) and Pochi (MSME Business Wallet)
 **Assets Under Management (AUM)

M-PESA Acceleration | Credit Portfolio Recovery Supported by Growth in Customers

Overall Credit* Performance

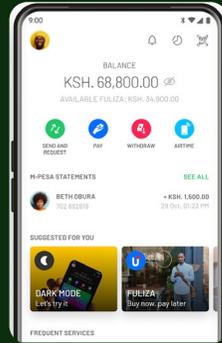


Fuliza



*This includes; Fuliza, M-Shwari, KCB M-PESA, H-Fund, Merchant Term Loan & Overdraft, Timiza, M-Kopa & Bloom

M-PESA Super Apps | Positioning M-PESA as a Lifestyle & Business Platform of Choice



Consumer App



Business App



Downloads

13.7Mn

1.3Mn



Active

Customers
4.7Mn, +29.5% YoY

Merchants
301k, +111.5% YoY



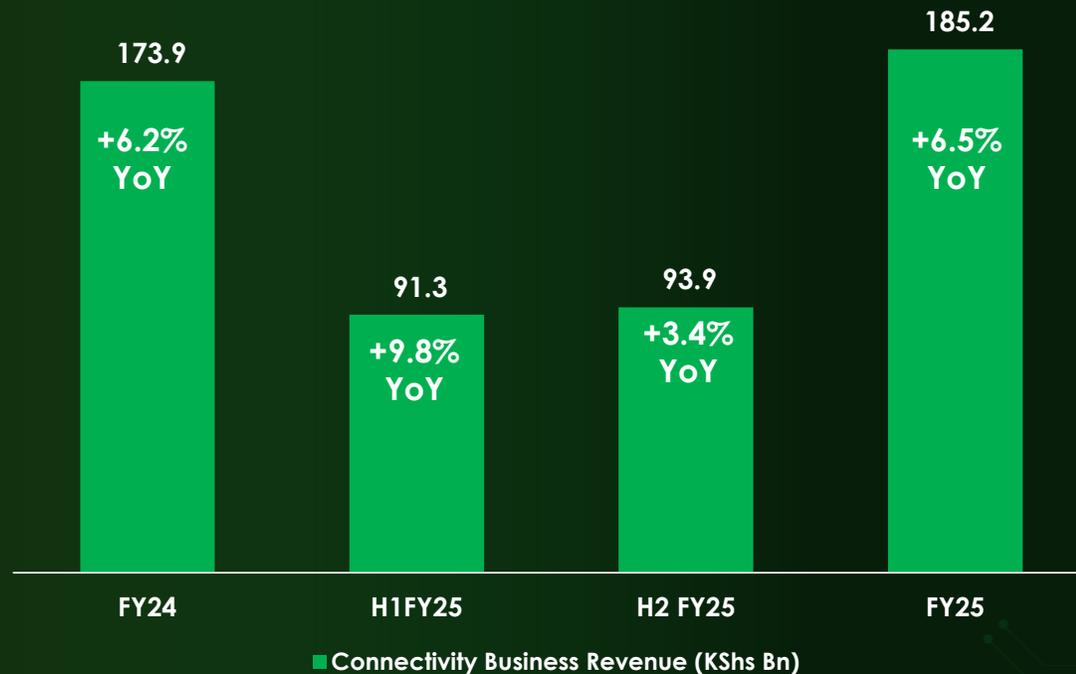
Value of transactions

KShs 2.3Trn, +16.1% YoY

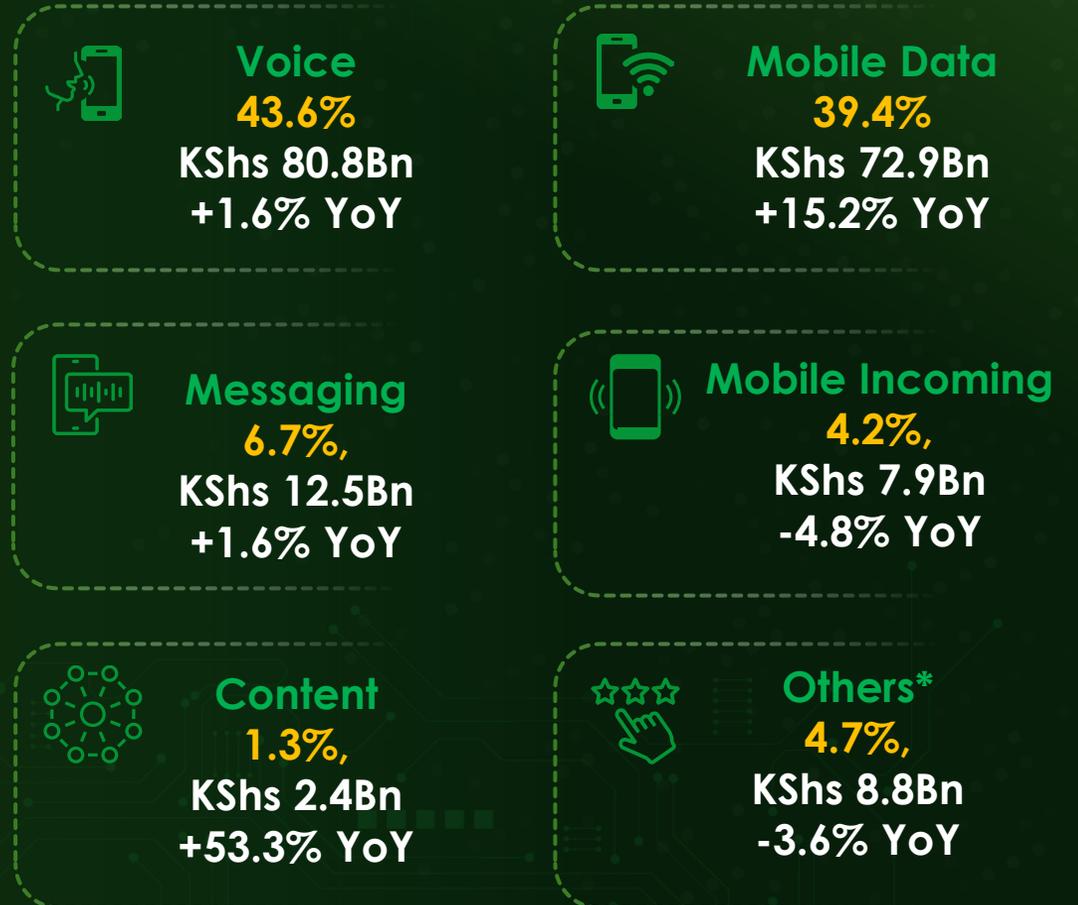
KShs 896.2Bn, +77.3% YoY

Connectivity Business | Mobile Data Powers Connectivity Business

Connectivity Business Revenue (KShs Bn)



Connectivity Revenue Contribution



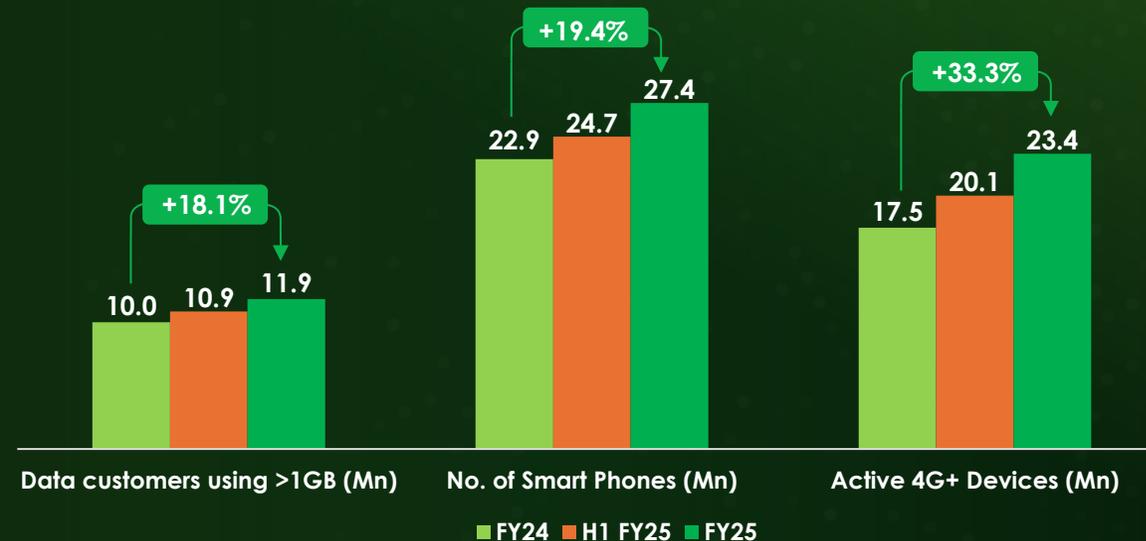
*Others – SMS Wholesale, Visitor and Airtime Credit (Okoa Jahazi) revenue

Mobile Data | Double Digit Growth Driven by Increased Usage

Mobile Data Revenue (KShs Bn)



Customers and 4G+ Devices continues to grow



63%

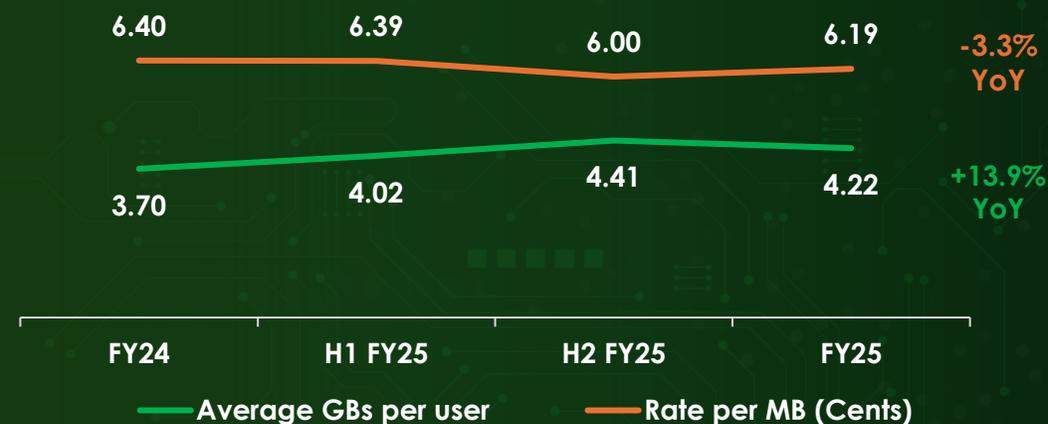
4G+ Penetration on overall 30-day base



+20.9%

Integrated Bundle Revenue contribution

Sustained Usage Growth as Rate Stabilizes



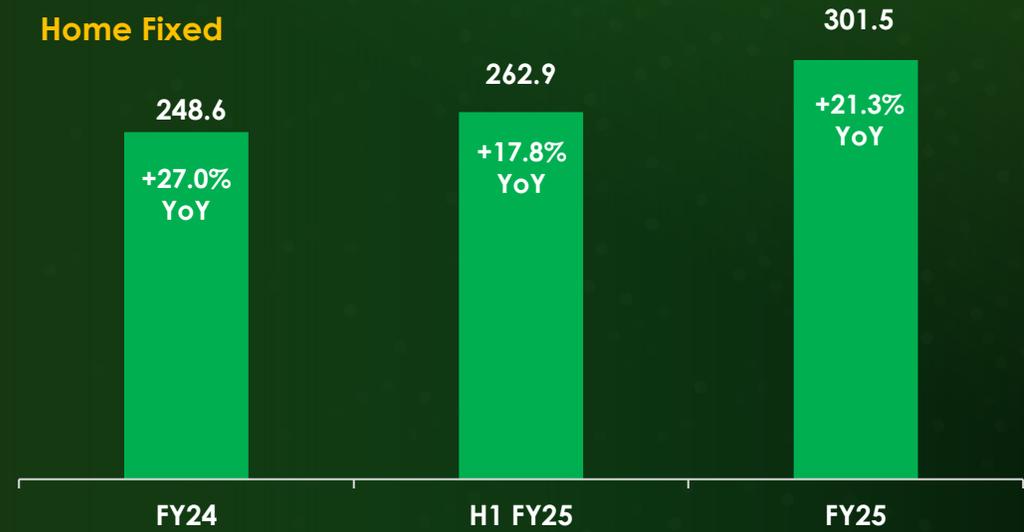
Fixed Service | Solid Growth Driven By improved value Propositions and Engagements

Fixed Service Revenue (KShs Bn)

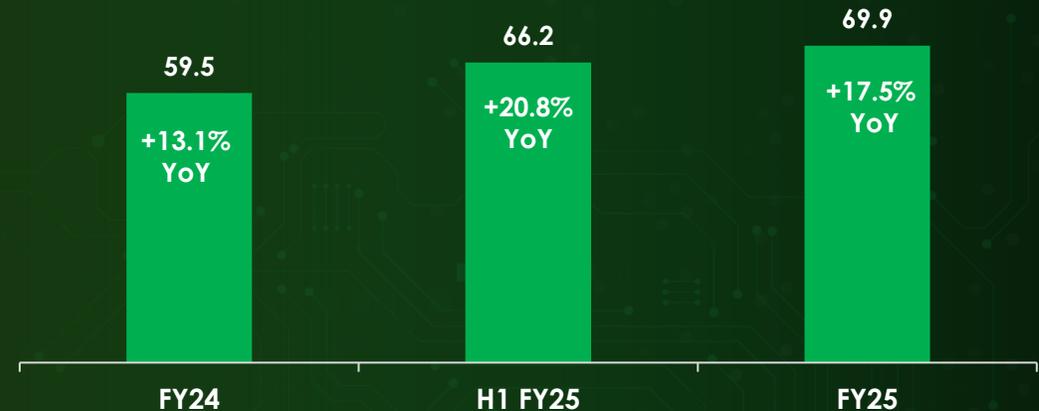


Customers ('000)

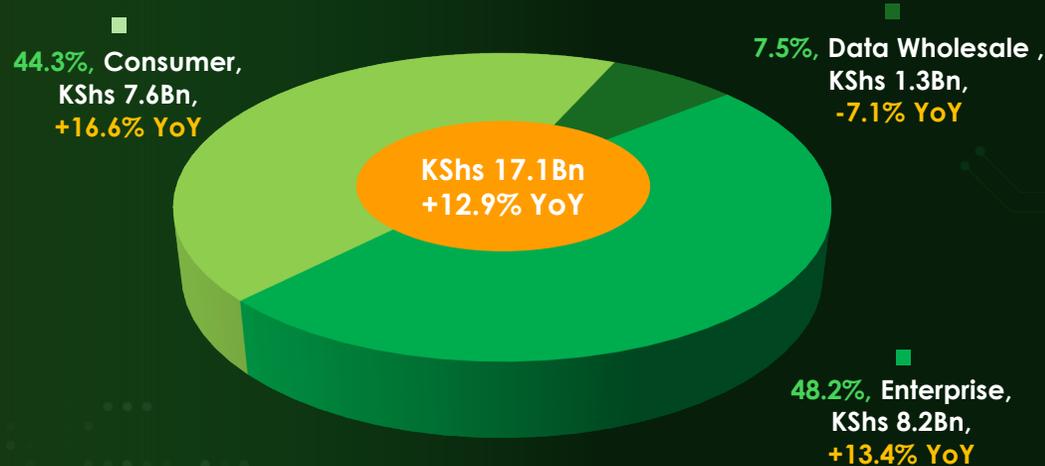
Home Fixed



Enterprise Fixed

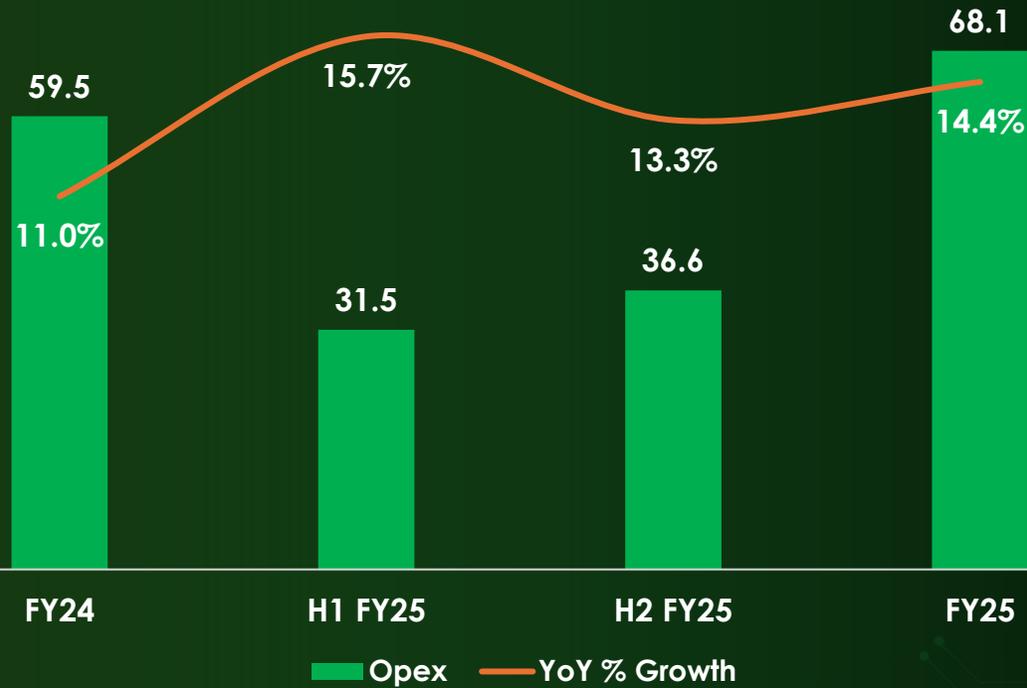


Contribution to Fixed Service Revenue



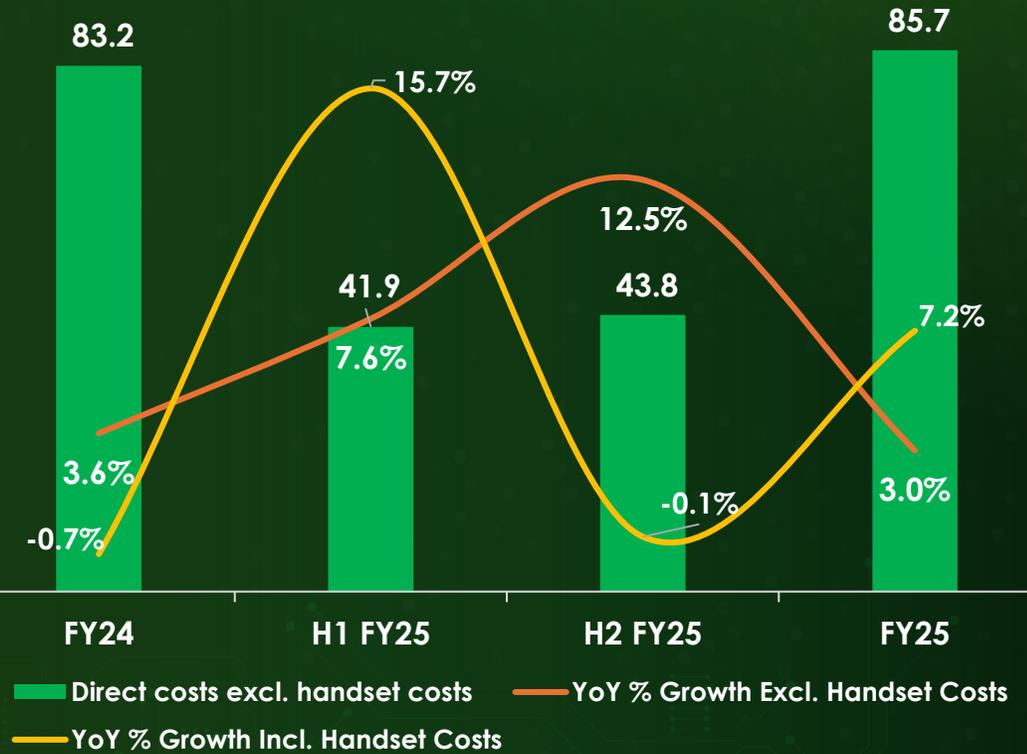
Costs | Navigating a Complex Operating Environment With Addressable Opportunities

Operating Costs (KShs Bn)



17.9%
Opex Intensity

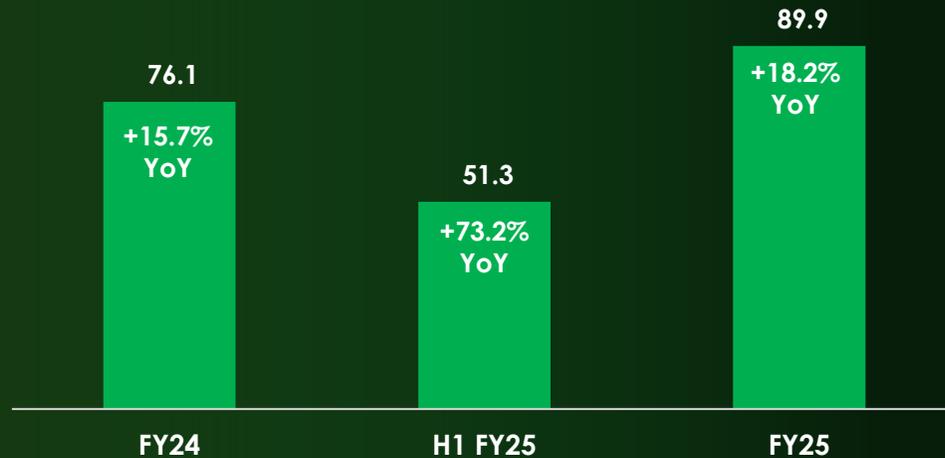
Direct Costs (KShs Bn)



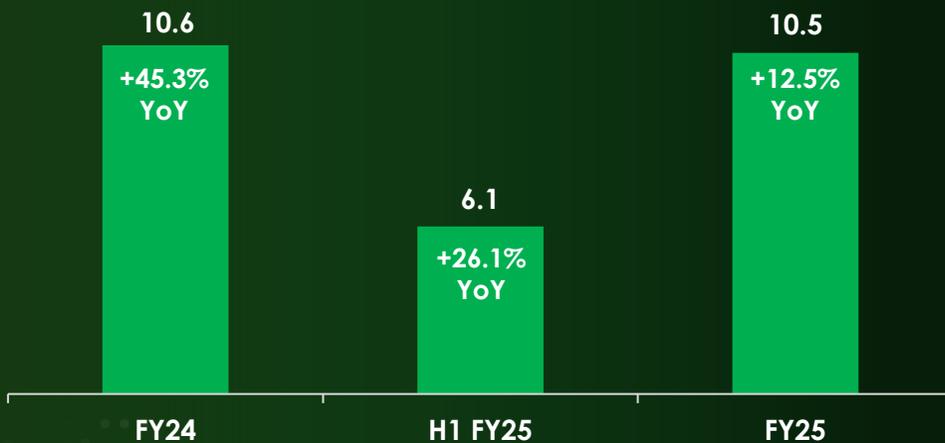
71.8%
Contribution Margin

Free Cash Flow & Debt | Healthy Net Debt to EBITDA Driven by Strong Cash Flow

Free cashflow (KShs Bn)



Interest Cost (KShs Bn)



Net Debt (KShs Bn)

	FY24	H1 FY25	FY25
Cash & Cash Equivalents	21.3	23.0	15.9
Short term borrowings	(39.8)	(34.5)	(39.5)
Long term borrowings	(36.1)	(46.2)	(40.5)
Net Debt	(54.6)	(57.7)	(64.5)
Net Debt/EBITDA Ratio	0.29	0.28	0.31

Kenya | Stellar Performance Supported by Great Strategy Execution



Service Revenue

+10.5% YoY

KShs 364.3Bn



EBITDA

+10.1% YoY

KShs 205.8Bn



EBIT

+13.0% YoY

KShs 158.1Bn



Net Income

+12.7% YoY

KShs 95.5Bn



Operating Free Cash Flow

+15.8% YoY

KShs 148.9Bn

Financial KPIs | Improved Margins Over the Past 5 Years

	FY20	FY23	FY25
Contribution Margin	70.8%	69.9%	71.8%
EBITDA Margin	52.7%	51.9%	54.0%
EBIT Margin	38.7%	37.6%	41.5%
OPEX Intensity	18.2%	17.5%	17.9%
CAPEX Intensity	13.7%	13.1%	13.7%
ROCE	67.7%	65.0%	55.1%
Net Debt to EBITDA	-	0.35	0.31

05 (b)

Ethiopia Performance



Customers | Accelerated Customer Growth Momentum in FY25

90-Day Active Customers (Mn)



Usage & ARPU | Encouraging Usage as we Drive Higher Penetration

Usage*

Voice

Minutes of Use per Sub



Mobile Data

Data GBs per User



Messaging

SMSs Per User



ARPU in ETB*

Voice



Mobile Data



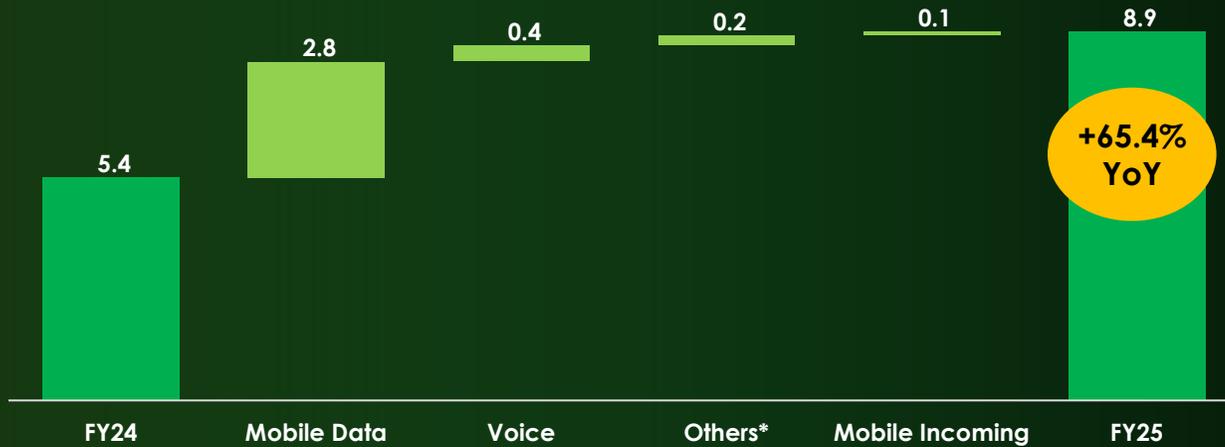
Messaging



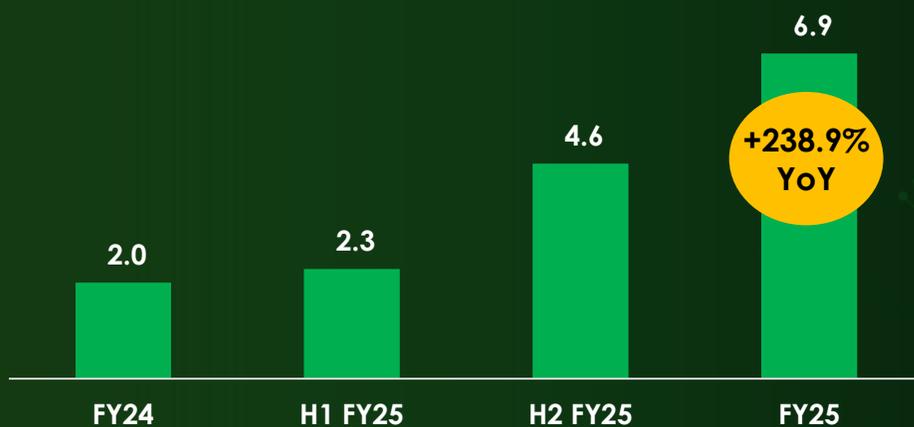
*per one-month active customers

Service Revenue | Solid Growth Driven by Mobile Data

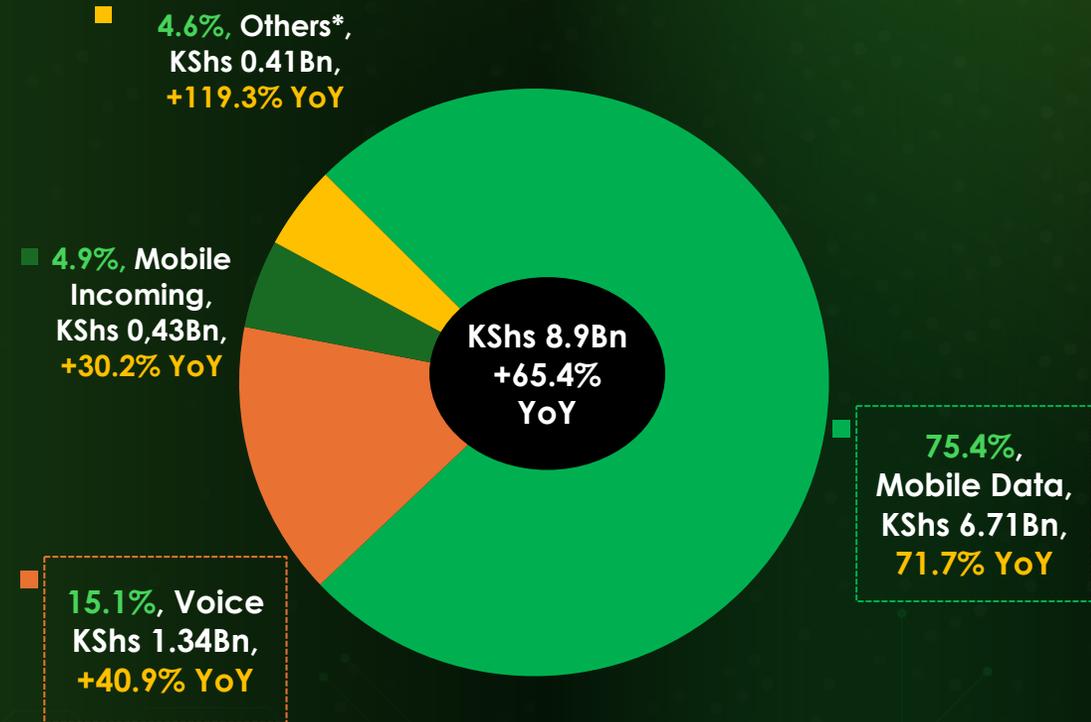
Service Revenue Growth Drivers (KShs Bn)



Service Revenue (ETB Mn)



Contribution to Service Revenue



*Others – M-PESA Revenue, Messaging Revenue, Fixed Line, Wholesale & Transit Revenue and Other Mobile Service Revenue

Ethiopia | Funding & Capex Status

USD Mn	As at 31 March 2025	As at 31 March 2024
Equity	2,048*	1,626
Local currency debt	105	134
Shareholder loan	18	-
IFC debt	100	100
Total funding	2,270	1,860
Deferred vendor payables	194	301



**5Yr CAPEX
Plan**

USD 1.0 – 1.3Bn

Spend to FY25
(4Yr Capex)

USD 1.2Bn (4Yrs)

*Safaricom PLC funding contribution is USD 1,058Mn
Shareholders & their respective shareholding of Global Partnership for Ethiopia B.V (GPE), the investment vehicle to Ethiopia; Safaricom PLC (51.67%),
Vodacom Group (5.74%), Sumitomo Corporation (25.23%), British International Investment (formerly CDC Group PLC) (10.11%) and IFC (7.25%)

Ethiopia | Improved Underlying Performance from Commercial Momentum

All numbers are in KShs

FY25 Performance*

	Without Birr Depreciation Impact	Reported	FY24 Reported*
EBITDA	-8.8Bn	-43.0Bn	-21.4Bn
EBIT	-24.9Bn	-61.1Bn	-45.0Bn
Net Income Excluding Minority Interest	-15.5Bn	-36.0Bn	-25.6Bn

Birr Depreciation Impact at Net Income
Excluding Minority Interest
KShs 20,516.0Mn

Mitigating Birr Depreciation Impact



Insourcing



Contract Renegotiations



Industry Data & Voice Pricing

*Numbers exclude IAS29

05 (c)

SAFARICOM GROUP PERFORMANCE



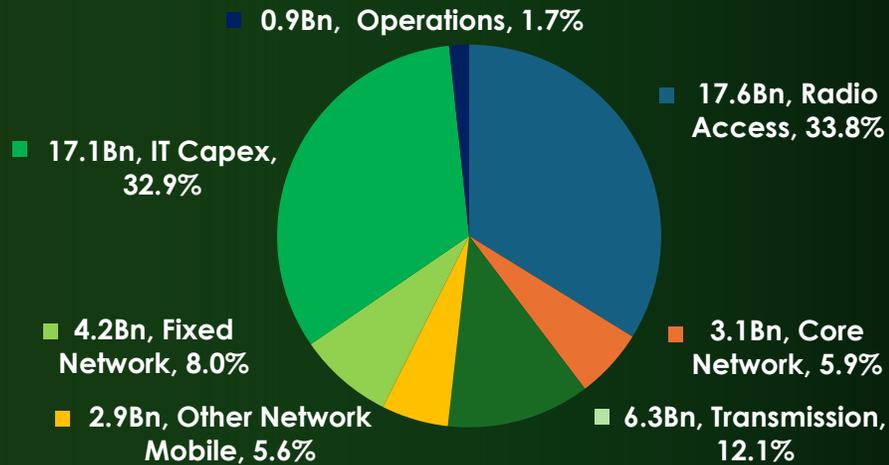
CAPEX | Sustained Investment to Support Expansion in New Growth Areas

Group CAPEX Evolution (KShs Bn)

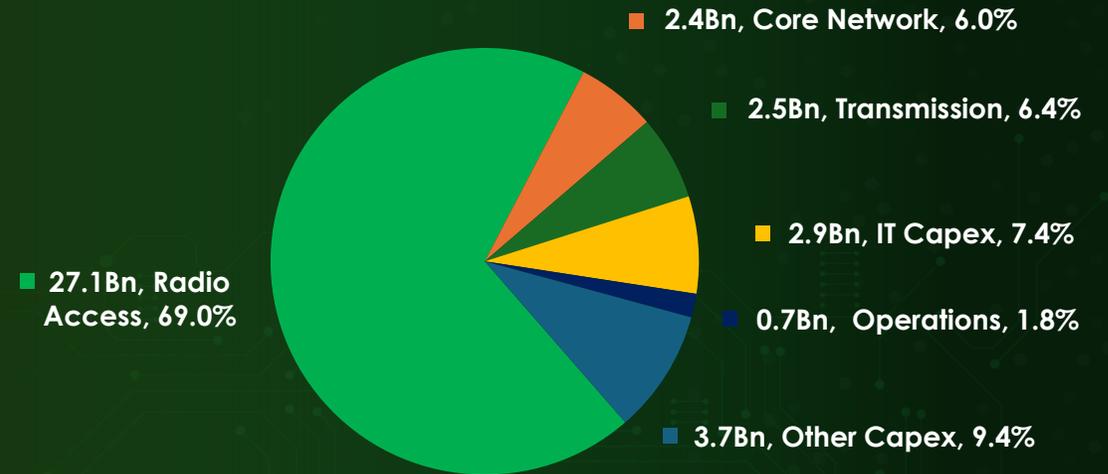


	Kenya	Ethiopia*	Group
CAPEX	KShs 52.1Bn +10.2% YoY	KShs 39.2Bn -15.3% YoY	KShs 91.3Bn -2.4% YoY
CAPEX Intensity	13.7%	416.6%	23.4%

FY25 Capex Split - Kenya

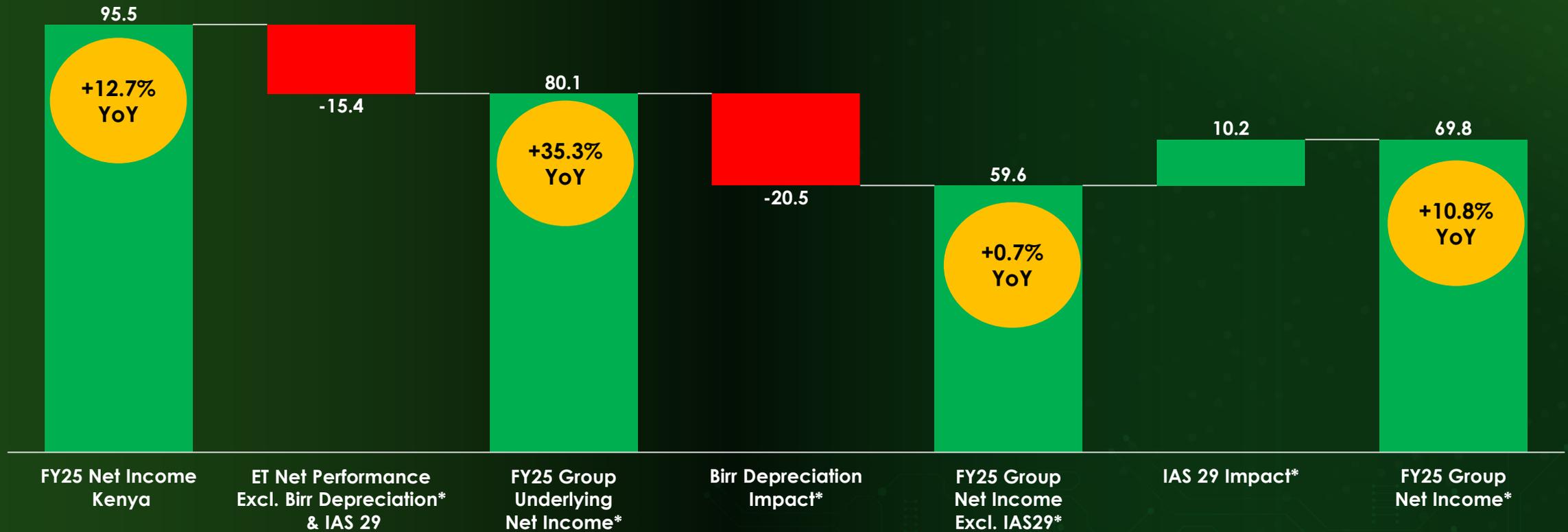


FY25 Capex Split - Ethiopia



*Safaricom Ethiopia Capex includes Birr depreciation impact
All numbers are in KShs

Group Net Income | Great Performance Despite Ethiopia Forex Impact



*Excluding Minority Interest

Group | Resilient Performance For The Group

	Kenya	Group Reported			Group Constant Currency*
		H1 FY25	H2 FY25	FY25	
Service Revenue	+10.5%	+13.1%	+8.7%	+10.8%	+12.2%
EBIT	+13.0%	+1.8%	+22.8%	+29.5%	+16.9%
Net Income Excluding Minority Interest	+12.7%	-17.7%	+44.6%	+10.8%	+14.2%

*Group% YoY Constant Currency excludes IAS 29 & Birr depreciation rate reforms impact

FY25 Group Performance

	Safaricom Kenya (KShs Mn)	Safaricom Ethiopia (KShs Mn)	Safaricom Plc Group (KShs Mn)	Safaricom Kenya % YoY	Safaricom Ethiopia % YoY	Safaricom Group % YoY	Group % YoY Constant Currency (excl. IAS 29 & Birr Depreciation impact)
Service Revenue	364,282.7	7,548.6	371,415.4	10.5%	35.3%	10.8%	12.2%
Total Revenue	381,196.8	7,908.5	388,688.9	11.4%	7.2%	11.2%	12.9%
Direct Costs	(96,266.9)	(5,230.3)	(101,081.3)	7.2%	-27.9%	4.2%	14.1%
Contribution Margin	273,870.9	2,530.8	276,461.6	11.1%	>100.0%	12.1%	12.5%
Operating costs	(68,088.3)	(36,223.0)	(104,310.7)	14.4%	52.3%	25.2%	11.5%
Earnings Before Interest, Tax, Depreciation and Amortisation (EBITDA)	205,782.6	(33,692.2)	172,150.9	10.1%	42.2%	5.4%	13.4%
Depreciation, impairment & amortisation	(47,636.8)	(20,464.1)	(68,100.8)	1.2%	(43.0%)	(17.9%)	7.6%
Earnings before Interest and Tax (EBIT)	158,145.8	(54,156.3)	104,050.1	13.0%	-9.1%	29.5%	16.9%
Hyperinflation net monetary gain*	0.0	11,222.3	11,222.3	0.0%	-49.8%	(49.8%)	(49.8%)
Profit/ (loss) after tax excluding Minority Interest	95,470.9	(25,718.4)	69,798.7	12.7%	18.3%	10.8%	14.2%
Capex**	52,111.2	39,194.9	91,306.2	10.2%	-15.3%	-2.4%	

*The gain in monetary position is as a result of the Ethiopian economy being declared as hyper-inflationary on and after 31 March 2024.

**Capex numbers exclude hyper-inflationary adjustments.

Average ETB/KShs exchange rate is at 1.304.

Safaricom Kenya numbers includes Kenyan subsidiaries. Safaricom Group is net of intercompany eliminations

06

CONCLUSION & FY26 OUTLOOK



In Summary | Outstanding Performance in FY25



Kenya

- Strong performance, with a solid exit as we transition to our next 5-year strategy cycle - Vision 2030.
- Growing Customer Base in all Market Segments.
- Well defined customer segmentation to drive relevant offerings.
- Marked major milestones as we position our transformational impact in the country.



Ethiopia

- Great results during a year marked by significant currency reforms.
- Encouraging commercial momentum with acceleration in customer acquisition.
- Community impact acceleration as we integrate into the fabric of society.
- 50% of the population now covered with 4G.



Group

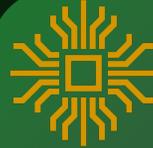
- Solid Group performance as Ethiopia becomes a key contributor.
- Vision 2030 strategy defined, and execution is underway.
- Our commitment to purpose anchoring all that we do.
- Shareholder value and returns protected.

FY26 | Strategic Priority Areas



Drive delivery, adoption and commercial scale of Tech solutions

1



Deliver frictionless, safe and secure digital first customer experiences

2



Accelerate path to profitability in Ethiopia

3



Enhance our culture and brand

4



Defend and grow core market share in GSM, Mobile Money and Broadband

5



Living our Safaricom Spirit including zero harm culture

6

Dividends | Sustained Dividend Despite Birr Depreciation



KShs 1.20

2023, 2024 & 2025 DPS,

Peak at KShs 1.39 in 2022
before entry into Ethiopia



KShs 612.12Bn

dividends paid to shareholders
from FY08/09 to FY23/24
including special dividends.

KShs 254.82Bn

paid over the last 5Years

FY25 Dividends

Interim

KShs 22.04Bn
KShs 0.55 DPS

Final Proposed

KShs 26.04Bn
KShs 0.65 DPS

Total

FY25 KShs 48.08Bn
KShs 1.20 DPS

FY26 Guidance | Safaricom Kenya, Ethiopia & Group

All numbers are in KShs Bn and exclude hyperinflationary impact (IAS 29)

	Kenya	Ethiopia*	Group
EBIT	170 - 173Bn	(26) – (23)Bn	144 - 150Bn
FY25 Actual	158.1Bn	(61.1)Bn	97.1Bn
Capex	54 - 57Bn	18 - 21Bn	72 - 78Bn
FY25 Actual	52.1Bn	39.2Bn	91.3Bn

***Ethiopia Guidance Assumptions**

- Mobile customers target of 15 - 17Mn 90-day customers,
- Target sites 3,800 in FY26

Corporate Information

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Upcoming Updates

AGM: July 2025

HY26 Results: November 2025

Visit our website for more information <https://www.safaricom.co.ke>

An aerial view of a city skyline, likely Nairobi, Kenya, with a green overlay and digital effects. The image features numerous skyscrapers and buildings, with a prominent tower on the left. The scene is overlaid with a green tint and digital elements such as vertical lines, glowing circles, and a network of dots, suggesting a theme of technology or data. The text "Thank You!" is centered in the middle of the image in a bright green font.

Thank You!

The Safaricom logo, featuring a red swoosh above the word "Safaricom" in a bold, sans-serif font.

Safaricom