

## Customers: We have 19.1 million customers

- We offer mobile voice and data prepaid and postpaid services to consumers and businesses.
- We offer converged services, to businesses from small and medium enterprises to corporates.
- A large percentage of our customers, including consumer and business, are prepaid customers.

## Network: We have 2,690 base stations

- Our mobile operations use GSM 2G technology at least and 1,439 of our base stations are 3G active.
- 3G is available in the metropolitan parts of Kenya
- Our network is being modernized to Internet Protocol (IP) so as to improve the quality of the network and the capacity of existing base stations to handle customer and minutes of use growth. We have rolled out a new single real time billing system as well as upgraded our 3G network to the latest available technology that will enable speeds of 21 and 42 Mbps on Internet services.

## Distribution: Our Retail reach now boasts of over 250,000 outlets and 36 retail shops

- We distribute our products and services through a dealership network of 553 exclusive dealers with 20,000 employees directly and indirectly employed within this channel.
- Our M-PESA agent network has also expanded to 39,400 agents countrywide.
- The Enterprise Business Unit has a large direct sales team that sells mobile voice, data products and converged services to business customers.

## Devices: In 2012 we sold 2.98 million devices

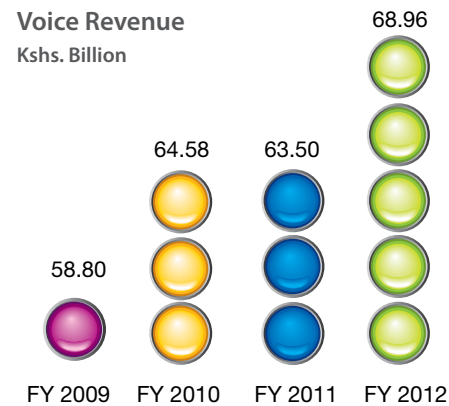
- We offer a wide range of devices such as mobile handsets, mobile broadband modems, routers, tablets, netbooks and laptop computers.
- Through partnership with Vodafone, we get access to the latest smartphones and to lower-cost devices.

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## VOICE

We offer a wide range of voice pricing plans on prepaid and postpaid options often bundled with SMS and/or data services.

- Okoa Jahazi is an emergency top up service on credit basis.
- Voice services include national, regional and international roaming services.
- Bonga is a customer loyalty program based on usage
- Value added services including "Skiza", a caller ring back tone service.

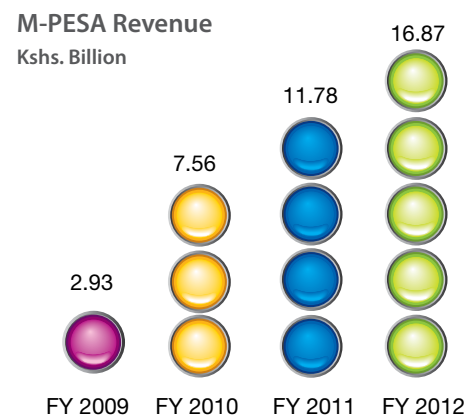


Total MOU per customer up 20.5% to 116 minutes

## M-PESA

M-PESA is a fast, safe, and affordable way to send and receive money via a mobile phone.

- M-PESA has provided financial inclusion to many Kenyans without access to banking services.
- It offers money transfer services to individuals and businesses, paybill services, bulk payments, dividend payments and international money transfers.
- M-PESA has 14.9 million customers, 39,400 agent outlets, 900 paybill partners and 300 bulk payment partners.



M-PESA customers up 6.4% to 14.9 million

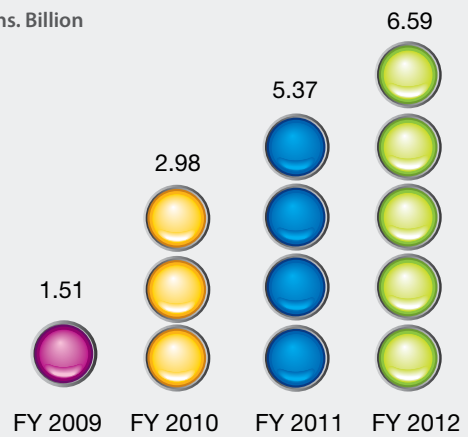
## DATA

We offer high-speed data connectivity for access to email, internet and corporate connectivity through fixed and mobile broadband.

- Mobile data services on modems, handsets and tablets.
- Safaricom Live web portal avails a large selection of local content.
- Data bundles for both prepaid and postpaid customers.
- Routers where several devices share a mobile data connection.

### Mobile & Fixed Data Revenue

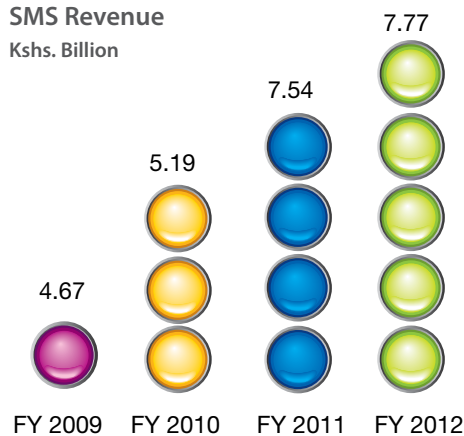
Kshs. Billion



Data customers up 30.9% to 4.6 million users

### SMS Revenue

Kshs. Billion



## MESSAGING

We offer a variety of messaging services

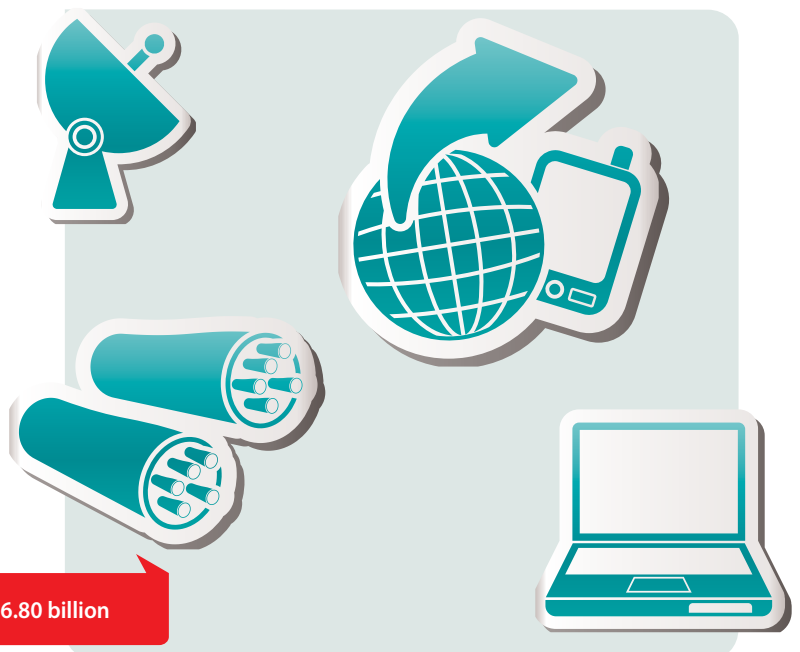
- Basic SMS as well as SMS bundles.
- MMS allows customers to send pictures, music, sound and video messages.
- "Please Call Me" allows customers to request a call using SMS from another mobile user for free (with daily limits).
- A call back SMS notification for missed calls.

SMS customers up 22.0% to 9.58 million customers

## OTHER SERVICES

We provide other communication services such as sale of devices, value added services and converged business services.

- Access services such as wireless, fixed line and mobile solutions, including fibre and leased lines.
- Dedicated internet solutions for enterprises and hosted services such as data storage, hosting and security solutions.
- We sell devices such as handsets, laptops, tablets and accessories through our retail outlets and dealer network.



Other revenue up 2.53% to Kshs. 6.80 billion