

# ABOUT OUR REPORTING

In this section, we discuss the scope of our reporting, the method through which we determine our most material matters, our benchmarking against the guidelines of the Global Reporting Initiative (GRI) and our approach to assurance.

## PURPOSE

Thank you for reading the fourth annual sustainability report of Safaricom Limited (hereafter referred to as 'Safaricom'). The purpose of this report is to consider the most material economic, environmental and social impacts and opportunities of our business and to explore the main ways in which our technological footprint is contributing to transforming lives and sustainable living throughout Kenya.

## SCOPE

This report covers our fiscal year of 01 April 2014 to 31 March 2015. It builds on our last sustainability report for the year ending 31 March 2014. The scope of this report encompasses the operations of Safaricom and there have been no significant changes in the size, location, structure or ownership of our organisation or our supply chain during the reporting period.

Throughout this report, we have made reference to information contained within the Safaricom Annual

Report, the Annual Report of the Safaricom Foundation and information that is available on the Safaricom website. Where appropriate, we have used icons to help readers locate this supplementary information.

## DETERMINING OUR MATERIAL MATTERS

Our material matters remain substantively the same as last year, when these were determined and prioritised during a series of internal workshops. The workshops were used to discuss and review our sustainability context, stakeholder issues, and the associated risks and opportunities for Safaricom.

This year, we have streamlined our reporting further by consolidating the way in which we report our material matters. We have organised these around four major dimensions that better reflect how we manage our business: our network; our technological innovation; governance, risk and regulation; and our environmental impact.

## OUR MATERIAL MATTERS



### NETWORK QUALITY

Our network is core to our business. It allows us to differentiate ourselves in a competitive market and is the medium through which we transform lives.

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### INNOVATION

Innovation is central to achieving our strategic objectives, retaining our competitive edge and ensuring that we continue to grow.

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### GOVERNANCE, RISK AND REGULATION

Upholding the highest standards of corporate governance and acting in an ethical manner is not only a key responsibility of ours as a good corporate citizen, it also makes business sense.

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### ENVIRONMENTAL IMPACT

We understand that we have an impact on the environment and that we have a responsibility to mitigate our negative environmental impacts.

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We do not believe that there are any major material economic, social or environmental impacts of the organisation that have been excluded from this report. For a description of our material matters, please refer to page 20.

(KPIs). Please refer to Appendix A for our external assurance statement.

## GRI COMPLIANCE

We have compiled this report in accordance with the Core criteria of the G4 reporting guidelines of the Global Reporting Initiative (GRI). For an overview of our GRI application, please refer to our GRI content index, which is available online at [www.safaricom.co.ke](http://www.safaricom.co.ke).

In addition to the GRI guidelines, our reporting is also influenced by the United Nations Global Compact (UNGC), the International Financial Reporting Standards (IFRS) and the Kenyan Capital Markets Authority (KCMA) Corporate Governance Framework.

## ASSURANCE

We engaged an independent external assurance provider to undertake external assurance over some of our material sustainability Key Performance Indicators

We have focused our reporting this year on providing meaningful context to our performance and further refining the way we describe the events and challenges tackled during the year.

This focus has resulted in a consolidation of our material matters (around the four dimensions that better reflect how we manage the business) and an expansion of our stakeholder engagement coverage (with specific reference to how we created value for each group during the year).

Our performance is now directly tied in to the material matter and/or stakeholder group that it impacted.

The following diagram illustrates the structure of this report:

## NAVIGATING THIS REPORT



We value your views and feedback on our sustainability reporting. Please contact us at [sustainability@safaricom.co.ke](mailto:sustainability@safaricom.co.ke)