

# OUR BUSINESS MODEL

Our business model explains how we operate and how execute our strategy and achieve our vision of transforming lives.

Safaricom remains the largest mobile operator in Kenya serving over 25 million customers. Our services include mobile and fixed voice, messaging, data, internet and M-PESA, a mobile-based money transfer and cashless payment platform. Our goal remains to transform lives with unmatched, innovative and superior products and services that meet the needs of Kenyans.

