

WHAT WE DO

01

CUSTOMERS

We have 21.6 million customers

- We offer mobile voice and data prepaid or postpaid services to consumers and businesses
- We offer services, including converged services, to businesses from small and medium enterprises to corporates
- 99% of our customers, including consumer and business customers, are prepaid customers



02

NETWORK

We have 3,140 base stations

- Our mobile operations use GSM 2G technology and 1,847 of our base stations are 3G-enabled
- 3G is available in the metropolitan parts of Kenya
- Our network is being modernised to Internet Protocol (IP) to improve the quality of the network and the capacity of existing base stations to handle the customer growth. We have rolled out a new single real-time billing system and upgraded our 3G network to the most advanced technology that will allow speeds of 21 and 42 Mbps on Internet services

03



DISTRIBUTION

Our retail reach now covers 270,000 retailers and 43 retail shops

- We distribute our products and services through a dealership network of 3,000 outlets, with 24,000 employees directly and indirectly employed within this channel
- Our M-PESA agent network has also expanded to 81,025 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 2014 we had 3.1 million 3G devices on the network, of which 1.9 million were smartphones

- We offer a wide range of devices such as mobile handsets, mobile broadband modems, routers, tablets, notebooks and laptop computers
- Through our partnership with Vodafone, we have access to newly-released smartphones and low-cost devices

04



VOICE

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

- 'Okoa Jahazi' is an emergency credit-based top-up service
- Voice services include national, regional and international roaming services
- 'Bonga' is a customer loyalty programme based on usage of Safaricom services
- Value added services include 'Skiza', a caller ring-back tone service

05

M-PESA

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

- M-PESA continues to drive financial inclusion by providing access to formal financial services
- It offers money transfer services to individuals and businesses, paybill services, bulk payments, dividend payments and international money transfers
- M-PESA has 19.3 million registered customers serviced by 81,025 agent outlets

06



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



07



08

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

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, tablets and accessories through our retail outlets and dealer network



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