

# SAFARICOM AT A GLANCE

Key numbers – FY2022

04

How we continued to create value in FY2022

07





▲ **+6.4% YoY**

42.44 million total customers

▲ **+4.3% YoY**

32.81 million one-month active customers

▲ **7.8% YoY**

30.53 million M-PESA customers

Over **3 million**  
businesses using M-PESA

▲ **+5.7 YoY**

262,004 M-PESA agents

▲ **+12.9% YoY**

KShs 298.1 billion total revenue

3G Coverage at **98%**

4G Coverage at **97%**



# Key numbers – FY2022



## Financial capital

**KShs 281.11 billion**

▲12.3% YoY

Service revenue  
(2021: KShs 250.35 billion)

**KShs 83.21 billion**

▲0.8% YoY

Voice service revenue  
(2021: KShs 82.55 billion)

**KShs 107.69 billion**

▲30.3% YoY

M-PESA revenue  
(2021: KShs 82.65 billion)

**KShs 10.88 billion**

▼20.0% YoY

Messaging revenue  
(2021: KShs 13.60 billion)

**KShs 48.44 billion**

▲8.1% YoY

Mobile data revenue  
(2021: KShs 44.79 billion)

**KShs 9.85 billion**

▲4.0% YoY

Mobile incoming revenue  
(2021: KShs 9.47 billion)

**KShs 9.80 billion**

▲25.9% YoY

Other mobile service revenue  
(2021: KShs 7.78 billion)

**KShs 11.24 billion**

▲18.3% YoY

Fixed line and wholesale transit revenue  
(2021: KShs 9.51 billion)

**KShs 109.13 billion**

▲13.5% YoY

Earnings before interest and tax (EBIT)  
(2021: KShs 96.16 billion)

**KShs 69.65 billion**

▲1.4% YoY

Net income excluding non-controlling interests

**KShs 63.67 billion**

▼1.3% YoY

Free cash flow  
(2021: KShs 64.52 billion)

**KShs 124.70 billion**

▲17.7% YoY

Taxes, duties and licence fees paid  
(2021: KShs 105.92 billion)



## Human capital

- 50%** Women in our workforce  
(2021: 50%)
- 4.0%** ▲ Procurement spend on women-owned businesses  
(2021: 2.3%)
- 35%** ▲ Women in senior management  
(2021: 33%)
- 3.0%** ▲ Employees with disabilities  
(2021: 2.6%)
- 85%** ▼ Proportion of staff engaged in their work  
(2021: 92%)
- 87%** ▼ Proportion of staff likely to recommend Safaricom as a great place to work  
(2021: 93%)
- 0** ▼ Staff fatalities; 2 third-party employees  
(2021: 0 staff; 3 third-party employees)
- 23** ▲ Staff members dismissed for fraud  
(2021: 19)



## Manufactured capital

- 10,880 km** ▲7.9% YoY  
Cumulative fibre-optic footprint  
(2021: 10,080 km)
- 193,059** ▼5.5% YoY  
Residential homes connected to fibre-optic network  
(2021: 204,234)
- 97%** ▲3.0%  
Proportion of population with 4G coverage  
(2021: 94%)



## Natural capital\*

- 58,294 m<sup>3</sup>**  
Water consumption  
(2021: 57,103m<sup>3</sup>)
- 310**  
Sites using solar and hybrid clean power  
(2021: 255)
- 81,642 kgs**  
Total waste collected – 87.9% recycled  
(2021: 75,465 tonnes – 88%)
- 196 tonnes**  
E-waste collected – 100% recycled  
(2021: 143 tonnes; Total to date: 1,626 tonnes)

\*Assured data will be included in the 2022 Sustainability Report



## Key numbers – FY2022 continued

### Social and relationship capital

42.44 million ▲ 6.4% YoY

Total customers  
(2021: 39.90 million)

165,981 ▲ 20.8% YoY

Fixed Home customers  
(2021: 137,390)

30.53 million ▲ 7.8% YoY

M-PESA customers  
(2021: 28.31 million)

▼ 64

Customer satisfaction (consumer NPS) rating  
(2021: 65)

985,762 ▲ 19.8% YoY

M-PESA Global customers  
(2021: 823,101)

▼ 79

Network NPS rating  
(2021: 82)

25.22 million ▲ 6.1% YoY

One-month active mobile data customers  
(2021: 23.77 million)

262,000 ▲ 5.7% YoY

Active M-PESA agents  
(2021: 247,900 agents)

4.8 million ▼ 6.8%

M-TIBA customers  
(2021: 5.10 million)

492,772 ▲ 63.4% YoY

LNM active merchants  
(2021: 301,597)

# How we continued to create value in FY2022

## IS For our shareholders:

### Declared:

**KShs 55.69 billion** in dividends  
(2021: KShs 54.89 billion)

**KShs 0.64 DPS** interim dividend  
(2021: KShs 0.45 DPS)

**KShs 0.75 DPS** final dividend  
(2021: KShs 0.92 DPS)

**FY22 DPS KShs 1.39**  
(2021: KShs 1.37)

### Recorded:

**611%** in total shareholder returns since listing (Closing price - IPO price + DPS) / IPO Price  
(2021: 654%)

**58.9%** of total NSE market capitalisation on the NSE  
(2021: 62.4%)

**Zero-rated** educational resources  
(2021: Zero-rated)

**Provided** double permanent bandwidth to fibre customers  
(2021: Provided double permanent bandwidth to fibre customers)

### Cemented:

**Regional expansion** by preparing for commercial launch services in Ethiopia within calendar year 2022  
(2021: Drove: Regional expansion)

## C For our customers:

### Enhanced:

**4G coverage to 97%**  
(2021: 94%)

**3G coverage to 98%**  
(2021: 95%)

**2G coverage to 98%**  
(2021: 96%)

**35 5G sites**  
(2021: 15)

### Enabled:

**2.48 million 4G devices** added on our network  
(2021: 2.41 million)

**2,000 transactions** per second on M-PESA  
(2021: 1,800)

**15.75 billion transactions** via M-PESA, valued at KShs 29.55 trillion  
(2021: 11.68 billion transactions, valued at KShs 22.04 trillion)

### Network

of over 3.2 million businesses accepting payments on M-PESA  
(2021: Network of about 2 million)

**492,772 active** Lipa na M-PESA (LNM) merchants  
(2021: 301,597)

## Key numbers – FY2022 continued

### Free M-PESA

wallet-to-bank and bank-to-M-PESA wallet (C2B and B2C), 0.5 billion transactions valued at KShs 5.59 trillion and account for 18.9% of total value of M-PESA transactions)

(2021: Free M-PESA)

### 99.99%

systems availability and incident reduction on our network

#### 2021:

- Zero-rated M-PESA P2P and LNM transactions below KShs 1,000, valued at 1.7 billion transactions, valued at KShs 4.38 trillion
- Zero-rated educational resources
- Provided double permanent bandwidth to fibre customers

#### Deployed:

### 10,880km ▲ 7.9% YoY

of fibre-optic cable, with:

(2021: 10,080km)

### 364,980 ▲ 4.5% YoY

homes passed

(2021: 349,144)

### 165,981 ▲ 20.8% YoY

FTTH customers

(2021: 137,390)

### E For our employees, we:

#### Recorded:

### 9 out of 10

recommending Safaricom as a good place to work

(2021: 9 out of 10)

### 83%

of our people excited about the future of Safaricom

(2021: 89%)

### 70%

of our employees having completed at least one future skills course in Safaricom Business School and instructor-led training in:

- Agile
- Cybersecurity
- Data science
- Analytics

(2021: 67.2%)

### 50:50

gender split

(2021: 50:50)

A total workforce complement of:

### 5,941

including Safaricom Ethiopia staff at 305, 50% local talent

(2021: A total workforce complement of 6,230)



**SC For our society, we:**

**Recorded:**

**3.2 million**

SMEs and enterprises on M-PESA  
(2021: 1.4 million)

**4.7 million**

subscribers making use of our M-TIBA solution for sending, saving and spending funds for medical treatment at:

**4,552 clinics**

(2021: 5.2 million M-TIBA subscribers accessing medical treatment at 3,700 clinics)

**Digitised:**

**300 of 5,000**

government workflows  
(2021: 300 of 5,000)

**Integrated with M-PESA:**

**26 of 47**

county governments  
(2021: 23 of 47)

