

Our Strategic Approach (continued)

Our strategic framework (continued)

We design our strategy to reflect the consideration we give to the macro-economic environment in which we operate, as well as to what differentiates us from our competitors. In addition, we take into account feedback and input from our customers, bolstered by our commitment to our society as a responsible corporate citizen. At the heart of our strategy is our determination to enable Safaricom to decisively deliver what our customers need, and to empower and enable them to transform their lives through technology.

Our strategic performance review

