MESSAGE FROM THE CHAIRMAN

MESSAGE FROM THE CEO

OUR STRATEGIC APPROACH

THE VALUE WE EMBED

THE COMMERCIAL VALUE WE DELIVER

SCALING OUR

Our Strategic Approach (continued)

Our strategic framework (continued)

ABOUT

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

Underpinned by our four strategic pillars, our FY2024 focus was to prioritise these seven strategic areas					
Accelerate new growth areas: Next FS, IoT and ICT, Fixed, New Businesses	Bring the Spirit of Safaricom to life the way we lead and own the mi through leaders standards	e in Government F d ssion	Grow per Projects of 4G dev	vices execution to v	ablish capacity win, through our tegic enablers Scale Ethiopian GSM and MFS operations
			Our Com	mitment	
Develop the IoT, AgriTech HealthTech value propositions and commercialise at scale Develop integrated customer propositions delivered through a single access point to simplify customer journeys Build "Business-in-a-box" to 1M SMEs using at least three Safaricom ICT solutions Establish new scalable businesses in Next Financial Services in insurance, credit and wealth management Deliver the wholesale business opportunity in order to grow revenues Develop fibre+ propositions to drive 100% growth in FTTx connections from 310k > 620k		Establish SLT Leadership Charter that contracts commitment to each other, mission and leadership standards Embed Safaricom leadership		Engage national and county governments to scope top 5 categories (Digitisation, 4G Devices, Connectivity, Credit Enablement and	Deliver a <50USD 4G device affordable to at least 50% of the 2G base, to create broader accessibility of 4G devices in Kenya
		standards for SLT, ELT and all people managers in delivering the mission Establish Performance Framework with Spirit of Safaricom as a key	Service Delivery) Implement innovative business and financing models for public-private partnerships with government and	Expand device financing and distribution partners to cover at least 50% of 2G base, with credit scoring not excluding this base	
		 Will spirit of Salarcoin as a key mission objective for all employees Create an inclusive environment that promotes psychological safety and authenticity Establish Safaricom as undisputed #1 provider of holistic value offerings and experiences Establish Safaricom as the clear #1 		industry, including climate Develop a public sector specific organisation to successfully service, procure and deliver government solutions Establish a co-creation Design Hub to facilitate the identification and development of e-government	Partner to establish local assembly facility for low-cost devices Direct engagement with government to address tax inefficiency impacting
					evice costs Enhance customer propositions to drive 4G adoption/use cases for Consumer and SME
		supporter of communities in Kenya driving corporate brand connection, meaning and trust	solutions Establish and implement a Government-specific Governance and Risk Framework standards	Execute a Digital-First, App-enabled customer experience	
		Our Performance			
Total Revenue – KS	Shs 349.4 billion	#1 NPS (65 pts)		Seven key programmes delivered – Hustler Fund, Women Groups	Delivered 17.5 4G+ Devices
FS Revenue – KSh	s139.9 billion	Spirit of Safaricom Index	Index 83%	Empowerment (WEF), Digital Health, myCounty app, ICRMS*, Agro-input Subsidy Programme, Inua Jamii, eCitizen	Launched first-of-its-kind device assembly in East Africa (EADAK)
				Social impact on 1.5 million lives by our foundations	
				*Integrated county revenue management system	



