



 **Safaricom**

# 2025

MARKING 25 YEARS OF PROGRESS

In this year's calendar, we celebrate Kenya's incredible journey of change, fueled by creativity and innovation. With every digital breakthrough, we have leaped forward, transforming how we live, work and play. Through all these changes, the heart and spirit of Kenya has remained as vibrant as ever.

AS THE TECH TRANSFORMS, THE HEART REMAINS

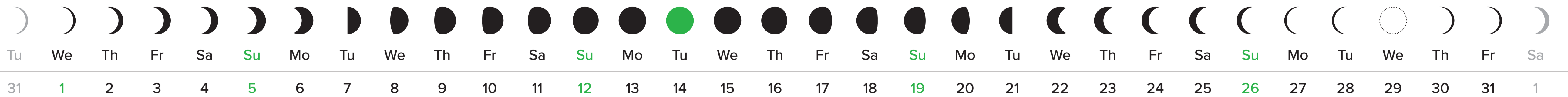


PHOTOGRAPHY BY OSBORNE MACHARIA





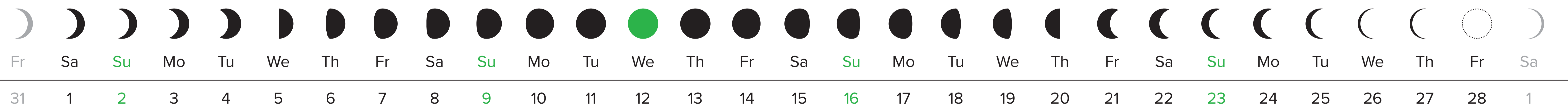
As technology moves forward, the joy of hearing a familiar voice remains unchanged.



1 New Year's Day

# JANUARY 2025

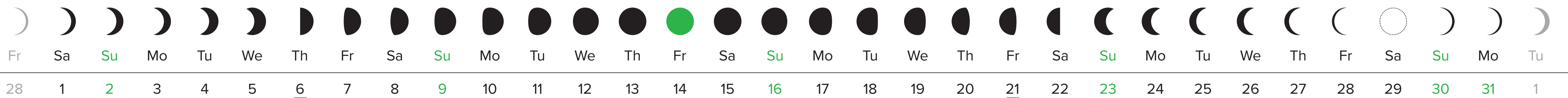




# FEBRUARY 2025



From cash to clicks, it's our way of life. This is M-PESA Nation.



6 M-PESA turns 18  
 21 M-PESA Foundation turns 15  
 31 Eid ul-Fitr

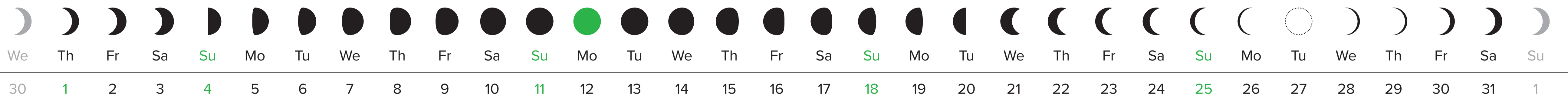
# MARCH 2025





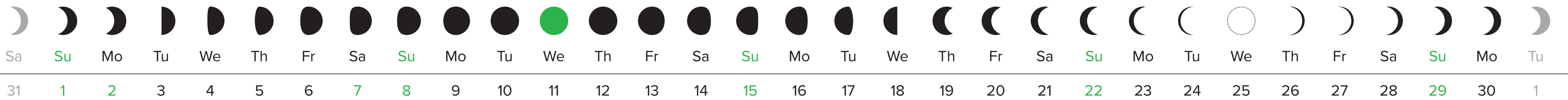


From simple chalk to smart tools, educators are empowered to inspire in new and exciting ways.





From relying on muscle to running on innovation, we've redefined how we move—making every ride smoother and faster.



- 1 Madaraka Day
- 2 Madaraka Day observed
- 7 Eid ul-Adha

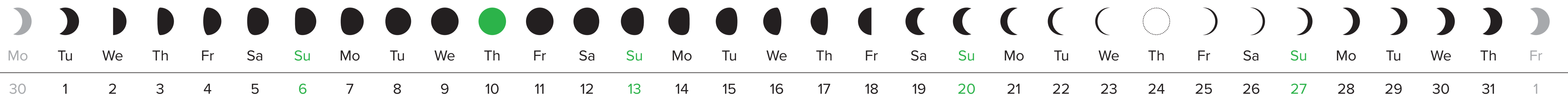
# JUNE 2025







From newsprint to newsfeed, bringing the world's news to you, anytime, anywhere.



# JULY 2025





Ever-reaching, ever-curious—what once flew with the wind now takes flight at the push of a button. To play is to learn.

|    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| 31 | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

14 Safaricom Foundation turns 22  
21 Safaricom Business turns 17

# AUGUST 2025





From jembes to engines, innovation drives progress, making hard work more efficient and productive.

|    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We |
| 31 | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 1  |

**SEPTEMBER 2025**





From boom boxes to smartphones, music is now in our hands, ready to go wherever life takes us.

|    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa |
| 30 | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1  |

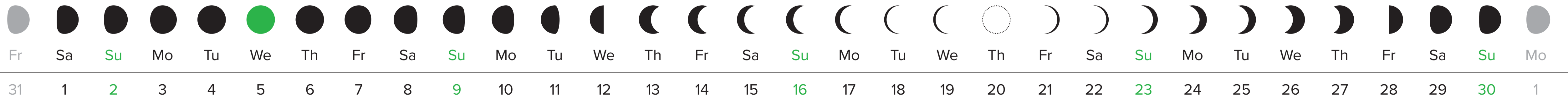
10 Mazingira Day  
 20 Mashujaa Day  
 23 Safaricom turns 25

# OCTOBER 2025





From old-school X-rays to high-tech imaging, healthcare professionals can now see more, enhancing care with every scan.



# NOVEMBER 2025





From folding maps to digital directions, every journey is now a seamless experience.

|    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
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| Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th |
| 30 | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 1  |

12 Jamhuri Day  
 25 Christmas Day  
 26 Boxing Day

# DECEMBER 2025

