

PRS RATE CARD:

1. SMS SHORT CODES:

RANGE OF ALLOCATION:

| PURPOSE OF CODE | RANGE ALLOCATED | MONTHLY MAINTENANCE |
|------------------------|---------------------|---------------------|
| | | <u>FEE</u> |
| GENERAL CONTENT CODES | 20XXX, 21XXX, 22XXX | 10,000 + VAT |
| BANKING CODES | 16110 - 16199 | 10,000 + VAT |
| DIRECTORY CODES | 19100-19149 | 10,000 + VAT |
| GAMING/LOTTERIES CODES | 29XXX | 10,000 + VAT |
| LOVE CONTENT CODES | 60 XXX,61 XXX | 10,000 + VAT |

<u>NB</u>: Golden Numbers (Easy to remember numbers) attract a one-off fee of Ksh. 200,000 + VAT over & above the maintenance fee.

APPLICATION FORM:

https://www.safaricom.co.ke/images/Downloads/Short_Code_Application_Form.pdf

2. <u>IVR- INTERACTIVE VOICE RESPONSE</u>

| PURPOSE | RANGE ALLOCATED | MONTHLY MAINTENANCE FEE |
|-----------------------|-----------------|-------------------------|
| Premium voice service | 0900 620xxx | 10,000 + VAT |

<u>NB:</u> Customer must have an existing E1/SIP installed to run an IVR service.

APPLICATION FORM

https://www.safaricom.co.ke/images/Downloads/Resources_Downloads/VAS/IVR_SERVICE_RE QUEST_FORM%20.pdf





3. <u>USSD</u>

RANGE OF ALLOCATION

2XX, 4XX,6XX& 8XX

APPLICATION FORMS & REQUIREMENTS

- Application form
- Corporate application form
- CR12
- Current CAK license
- CSP agreement (sign off page)

USSD SET UP FEE & CHARGES:

| <u>SERVICE</u> | OPERATION | COSTS TAX INCLUSIVE |
|---------------------------------|----------------------------|-----------------------------|
| Initial set up Test bed service | Connection fee and | Ksh. 118,320 |
| | Connection to test | |
| | environment for 30 days | |
| Live ussd code on post-pay | Customers are NOT charged | Deposit: Ksh. 34,800 |
| | to access code | Monthly fee: Ksh. 34,800 |
| Live ussd code on pre-pay | Customers are charged to | Deposit: Ksh. 34,800 |
| | access code | Monthly fee: Ksh. 34,800 |
| Extension of test bed service | To extend the test | Monthly fee: Ksh. 20,880 |
| | environment beyond 30 days | |
| | | |

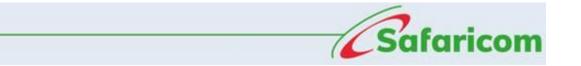
<u>NB</u>: on Post-pay tariff the corporate will be charged on behalf of the customer; the matrix below will apply.

| Number of transactions Per Month | 0-50,000 | 50,001- 100,000 | 100,001- 250,000 | 250,001- 500000 | 500,001- 1,000,000 | 1,000,000+ |
|-------------------------------------|----------|--------------------|---------------------|--------------------|-----------------------|------------|
| Cost 1 Way (Tax Incl) | 1.5 | 1.3 | 1.2 | 1 | 0.8 | 0.5 |
| Cost 1 Way (Tax Excl) | 1.19 | 1.03 | 0.95 | 0.79 | 0.63 | 0.40 |

On

prepay tariff the customer can be charged either of the below transactional fee:

| Services | Transaction Fee (180 seconds) |
|--------------------------------|-------------------------------|
| Banking institutions & Sacco's | Ksh. 1/- |
| General content & service | Ksh. 1/- |





<u>Ussd Attachments:</u> Ussd application Form

https://www.safaricom.co.ke/images/Downloads/Resources_Downloads/VAS/USSD_Code_Applica tion_Form.pdf

https://www.safaricom.co.ke/images/Downloads/Ussd_Corporate_Application_Form.pdf

4. Bulk sms

Bulk sms is currently available to the appointed CSP partners & is Purchased as per the below matrix with (VAT 16% and Excise 15%).

| SMS VOLUME | PRICE PER SMS (KSH TAX INL) | VALIDITY | |
|----------------------|-----------------------------|----------|--|
| | | | |
| 25k-124,999 | 1.06 | 60 days | |
| 125k-524,999 | 0.85 | 60 days | |
| 525k-1,024,999 | 0.64 | 60 days | |
| 1,025,000-5,024,999 | 0.42 | 60 days | |
| 5,025,000-10,024,999 | 0.21 | 60 days | |
| 10,025,000 | 0.11 | 60 days | |
| | | | |
| | | | |

<u>NB:</u>

- A minimum purchase of 25,000 units is required to qualify for the next price point.
- Payment for Bulk should be upfront; In the case of net off, however, a credit note must be issued together with the application form.
- All prices are inclusive of taxes.
- Bulk is valid for 60 days after which balance expires but can roll over if a purchase is made before expiry.
- Bulk sms units are not transferable between packages, specifically transactional to promotional and vice versa.





Attachments:

Bulk application form

https://www.safaricom.co.ke/images/Downloads/Bulk-Purchase-Order-Form-New-Sep-2024.pdf

5. <u>ALPHANUMERICS:</u>

Requirements:

- Bulk short code.
- Access number
- Approval letter to use the specific alphanumeric code.
- Each alpha numeric code attracts a one-off fee of: Ksh.5000 + VAT.

<u>NB</u>: Alphanumeric should not be generic.

