A SNAPSHOT OF SAFARICOM



About our Report





Message

from the

Chairman

How we Continued to Create Value in FY2023 (continued) OUR SAFARICOM JOURNEY

1999	Safaricom is licensed	59.2% market-share
\bigvee		10 million subscribers
	Safaricom is officially launched in October	KShs 61 billion in revenue
2000	Vodafone PLC (UK) buys 40% of Telkom Kenya	Safaricom Initial Public Offering (IPO) with government
\bigvee	Michael Joseph is appointed CEO	2008 selling 25% and diluted to 35% ownership
		Celtel branded to Zain
	• 26,000 subscribers	Telkom partners with Orange
2001	Entry of Kencell into the Kenyan market	Entry of Essar Telecoms, YU
		IMT pilot partnership with Vodafone and Western Union
	KShs 9 billion in revenue	• 79.1% market-share
2002	Converted into a public company with 60% owned by	
	GoK	
T	KShs 100 scratch card is introduced	Off-island fibre, investment in SEACOM and TEAMS
	• 54.0% market-share	78.3% market-share
	Drive into mass market:	Bob Collymore appointed CEO
	> Launch of Simu ya Jamii (Swahili for communal	Airtel buys Celtel branded as Zain
2003	phone) – users are able to make affordable calls at	2010 . The Communication Authority assigns additional
	regulated rates charged per unit second	frequency spectrum resources to Zain to enable it to offer
	 Launch of per-second billing – this counters 	3G services
	competition per-minute billing rates by charging in seconds per unit	Regulator implements MTR reduction to KShs 0.99, sparking a price-war
	54.0% market-share	68.2% market-share
	2 million subscribers milestone reached	• 17 million subscribers
2004	Telkom exclusivity with Safaricom ends	2011 • Mobile number portability introduced
	Kencell sold to Vivendi then Celtel	Price-war in the market
	Mobile internet launched	
		65.3% market-share
	54.5% market-share	KShs 107 billion revenue
2005	Launch of Sambaza allowing subscribers to share	2012 • Safaricom partners with NCBA Bank (Formerly CBA Bank,
	credit/airtime	prior to its merger with NIC Bank in Sept 2019) to launch the M-Shwari savings and loan product
	Launch of "Please Call Me", Safaricom's Flash Back service	
2006	60.8% market-share	65.1% market-share
		2013 · Launch of Lipa na M-PESA
\checkmark	65.4% market-share	Launch of Kenya's first Sustainability Report
	6 million subscribers	
2007	Launch of M-PESA on 1 March	67.8% market-share
	First to market with 3G	21 million subscribers
		(2014) · Launch of 4G network
		Launch of National Security Surveillance
(Launch of Spark Venture Fund to help tech start-ups grow their businesses



) .	67.1% market-share		64.8% market-share
.	Regional structure – Inspired by Safaricom's desire to put	•	Launch of "FOR YOU" customer promise
	the Customer First and provide Operational Excellence in line with our strategic pillars	2020 .	Acquisition of M-PESA brand via joint venture with Vodacom
2015	Safaricom relocates M-PESA servers from Germany to Kenya		Partnership with Visa
	Launch of KCB M-PESA and True Value Report		64.4% market-share
\top ·	Safaricom's contribution to Kenyan economy reaches 6% of GDP		Peter Ndegwa takes over as CEO
.	Orange and Airtel receive approval to test 4G	2021	Michael Joseph is appointed Chairman of the Board
.	Safaricom partners with GoK to launch Citizen, the online		Launch of new strategy and Agile organisation
	payment for GoK		Launch of 5G trials
			Launch of device financing with Lipa Mdogo Mdogo
	65.6% market-share		
016 .	Safaricom becomes the first company in Kenya to link its growth strategy to the 17 UN SDGs		65.3% market-share
			M-PESA celebrates achieving 30 million monthly-active customers
.	71.9% market-share	•	M-PESA celebrates 15 years of Transforming Lives
⊥ .	28 million subscribers	2022) •	Launch of M-PESA Consumer Super App and Business Ap
017	KShs 224 billion in revenue	$ $ \checkmark .	Awarded Telecommunications licence in Ethiopia
	Rebrand to Twaweza "When we come together, great things happen"		Launch of Halal Pesa, the first Sharia-compliant digital financing product, in partnership with Gulf Bank
.	Launch of Home Solutions and e-commerce	-	
		.	65.7% market-share
.	64.2% market-share	.	33.11 million active subscribers
•	29 million subscribers	·	Merchant interoperability, Paybill/Buy Goods
018 / •	Launch of e-commerce – Masoko	·	Launch of M-PESA GlobalPay Virtual Visa Card
\checkmark .	Launch of DigiFarm	·	Commercial launch of operations in Ethiopia
	Launch of M-PESA Global	•	Commercial launch of 5G Services
-		•	Launch of M-PESA Go for Teens (10–17 years)
.	62.4% market-share	2023 •	Launch of Hustler Fund – Phase 1 in partnership with
•	31.8 million subscribers		the government
.019	Launch of Nawe Kila Wakati (NKW) Always With You		Adil Khawaja appointed Chairman of the Board Solarised over 1,400 network sites resulting in 22% energy
	campaign		savings
·	Launch of Fuliza		Partnered with the government to roll out Women Enterprise Fund (WEF) on M-PESA
) .	Launch of County App in Makueni and Kitui Counties