

# A SNAPSHOT OF SAFARICOM

A  
Snapshot of  
Safaricom

About  
our Report

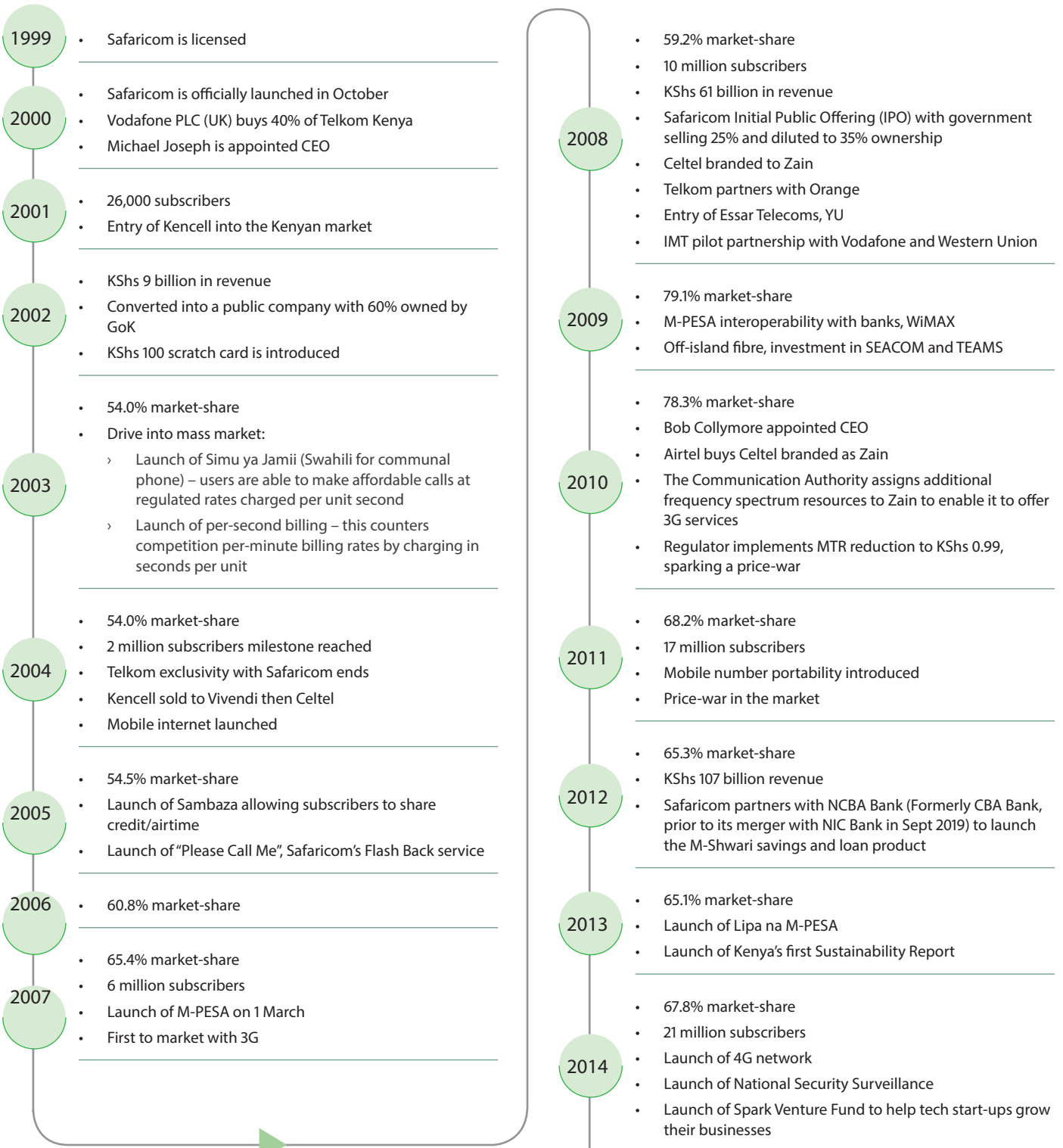
Who  
we Are

Message  
from the  
Chairman

Message  
from the  
CEO

## How we Continued to Create Value in FY2023 (continued)

### OUR SAFARICOM JOURNEY



2015

- 67.1% market-share
- Regional structure – Inspired by Safaricom’s desire to put the Customer First and provide Operational Excellence in line with our strategic pillars
- Safaricom relocates M-PESA servers from Germany to Kenya
- Launch of KCB M-PESA and True Value Report
- Safaricom’s contribution to Kenyan economy reaches 6% of GDP
- Orange and Airtel receive approval to test 4G
- Safaricom partners with GoK to launch Citizen, the online payment for GoK

2016

- 65.6% market-share
- Safaricom becomes the first company in Kenya to link its growth strategy to the 17 UN SDGs

2017

- 71.9% market-share
- 28 million subscribers
- KShs 224 billion in revenue
- Rebrand to Twaweza “When we come together, great things happen”
- Launch of Home Solutions and e-commerce

2018

- 64.2% market-share
- 29 million subscribers
- Launch of e-commerce – Masoko
- Launch of DigiFarm
- Launch of M-PESA Global

2019

- 62.4% market-share
- 31.8 million subscribers
- Launch of Nawe Kila Wakati (NKW) Always With You campaign
- Launch of Fuliza

2020

- 64.8% market-share
- Launch of “FOR YOU” customer promise
- Acquisition of M-PESA brand via joint venture with Vodacom
- Partnership with Visa

2021

- 64.4% market-share
- Peter Ndegwa takes over as CEO
- Michael Joseph is appointed Chairman of the Board
- Launch of new strategy and Agile organisation
- Launch of 5G trials
- Launch of device financing with Lipa Mdogo Mdogo

2022

- 65.3% market-share
- M-PESA celebrates achieving 30 million monthly-active customers
- M-PESA celebrates 15 years of Transforming Lives
- Launch of M-PESA Consumer Super App and Business App
- Awarded Telecommunications licence in Ethiopia
- Launch of Halal Pesa, the first Sharia-compliant digital financing product, in partnership with Gulf Bank

2023

- 65.7% market-share
- 33.11 million active subscribers
- Merchant interoperability, Paybill/Buy Goods
- Launch of M-PESA GlobalPay Virtual Visa Card
- Commercial launch of operations in Ethiopia
- Commercial launch of 5G Services
- Launch of M-PESA Go for Teens (10–17 years)
- Launch of Hustler Fund – Phase 1 in partnership with the government
- Adil Khawaja appointed Chairman of the Board
- Solarised over 1,400 network sites resulting in 22% energy savings
- Partnered with the government to roll out Women Enterprise Fund (WEF) on M-PESA
- Launch of County App in Makueni and Kitui Counties