

SHORT CODE REQUEST FORM

Instructions:

- Short code requests should be sent in every Monday and Thursday by 1200Hrs.
- Short codes will be activated by Tuesday and Friday 1700Hrs provided comprehensive information is given.
- Form must be duly filled before submission

| Key Contacts | | | |
|-------------------|------|---------------|-------|
| Name of applicant | Role | Mobile Number | Email |
| | | | |

Tick where applicable

| Service Activation | Service Deactivation | Rate or Service amendment | Date of Submission |
|--------------------|----------------------|---------------------------|--------------------|
| | | | |

| Service provider information | |
|------------------------------|-----------------------------|
| Company/Organization | Physical location of Server |
| * | |

| Short Codes Requested | |
|-----------------------|--|
| Selected short code | |

| Service Information | |
|--------------------------|--|
| Charging Type MO/MT | |
| Total cost to subscriber | |

| Service Overview | |
|--------------------------------|--|
| Service Description | |
| Projected traffic per month | |
| Format of Service activation | |
| Format of service deactivation | |
| Response expected | |

| CSP Information(Contacts to be used for end user support) | | | |
|---|------|---------------|-------|
| Name | Role | Mobile Number | Email |
| | | | |

When we come together, **great things happen.**

Safaricom Limited | P.O. Box 66827, 00800 Nairobi, Kenya | T: +254 722 003272 | www.safaricom.co.ke | Twitter: @SafaricomLtd |
www.facebook.com/SafaricomLtd

2

General SMS revenue share matrix

| Price Range | PRS Revenue Share | | |
|----------------------|-------------------|---------------------|------------|
| Kshs Inclusive Taxes | 0 – 100,000 | 100,001 – 1,000,000 | >1,000,001 |
| 0.00 – 1.00 | 0% | 0% | 0% |
| 1.01 – 5.00 | 20% | 50% | 60% |
| >5.00 | 50% | 60% | 70% |

When we come together, **great things happen.**

Safaricom Limited | P.O. Box 66827, 00800 Nairobi, Kenya | T: +254 722 003272 | www.safaricom.co.ke | Twitter: @SafaricomLtd | www.facebook.com/SafaricomLtd