

PRS RATE CARD

1. SMS SHORT CODES

RANGE OF ALLOCATION:

PURPOSE OF CODE	RANGE ALLOCATED	MONTHLY MAINTENANCE FEE
General content short code	20xxx,21xxx,22xxx,40xxx,23xxx,24xxx	Kshs.11,600
Banking short codes	16110 - 16199	Kshs.11,600
Directory short codes	19100-19149	Kshs.11,600
Love Content short codes	60xxx,61xxx	Kshs.11,600
Gaming/lotteries short codes	29xxx	Kshs.11,600

NB: Golden Numbers (Easy to remember numbers) attracts a one-off fee of Kshs. 232,000.

SMS revenue share matrix

PRSP Revenue Share Matrix						
Price Range Kshs. Incl. Taxes	Partner Revenue Share based on SMS Count			Safaricom Revenue Share		
	0 - 100,000	100,001 - 1,000,000	>1,000,001	0 - 100,000	100,001 - 1,000,000	>1,000,001
0.0 - 1.2	0%	0%	0%	100%	100%	100%
1.3 - 5.0	20%	50%	60%	80%	50%	40%
>5.1	50%	60%	70%	50%	40%	30%

2. IVR

PURPOSE	RANGE ALLOCATED	MONTHLY MAINTENANCE FEE
Premium voice service	0900 620xxx	Kshs.11,600

NB: Customer must have an existing E1 installed to run an IVR service

IVR revenue share matrix

IVR per min				IVR per call			
Rate	Net	PRS	Safaricom	Rate	Net	PRS	Safaricom
5	3.97	75%	25%	5	3.97	80%	20%
10	7.94	75%	25%	10	7.94	80%	20%
15	11.9	75%	25%	15	11.9	80%	20%
20	15.87	75%	25%	20	15.87	80%	20%
25	19.84	75%	25%	25	19.84	75%	25%
30	23.81	70%	30%	30	23.81	75%	25%
40	31.75	70%	30%	40	31.75	75%	25%
50	39.68	70%	30%	50	39.68	70%	30%
60	47.62	55%	45%	60	47.62	60%	40%
70	55.56	55%	45%	70	55.56	50%	50%

3. USSD

RANGE OF ALLOCATION	2xx,3xx,4xx,5xx,7xx & 8xx
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USSD SET UP FEE & CHARGES:

TEST-BED FEES:

RATE APPLICABLE TO:	PRICE:
Initial Connection fees	Kshs. 87,000
USSD Initial Setup	Kshs. 104,400
USSD Test service	Kshs. 13,920
Renewal of test-bed fees	Kshs. 20,880/- Chargeable after 1 month on Test bed

MONTHLY MAINTENANCE FEES:

TARIFF	PRICE:
Prepay	Monthly payment: Kshs. 34,800/- Deposit: Kshs. 34,800/-
Post-pay	Monthly payment: Kshs. 34,800/- Deposit: Kshs. 34,800/-

SESSION FEES:

RATE APPLICABLE TO:	PRICE PER SESSION:
Financial institutions	Ksh 1/- per session
Content	Ksh 1/- per session
Post-pay tariff	Ksh 1/- per session. cost is incurred by the CSP

4. BULK SMS

Bulk sms is currently available to the appointed CSP partners & is Purchased as per the below matrix;

BULK SMS TARIFF		
SMS VOLUME	PRICE PER SMS (KSHS VAT INCL)	VALIDITY
25,000- 124,999	1.06	60 DAYS
125,000 - 524,999	0.85	60 DAYS
525,000 - 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

NOTES

Minimum purchase of 25,000 units is required to qualify for the next price point
All prices are inclusive of taxes
All bulk SMS purchases are upfront
Bulk is valid for 60 days after which balance expires

5. **ALPHANUMERICS**

- Each alpha numeric code attracts a one-off service fee of **Kshs. 5,600**
- Approval letter to use the specific alphanumeric code