



## Safaricom Ethiopia hits 10 million Customers, Demonstrates Strong Performance, Investment and Job Creation

Safaricom Ethiopia reaches a major milestone serving **10 million 90-day active customers** across Ethiopia, just four years after receiving its license to operate.

This marks a significant step forward in the company's commitment to supporting Ethiopia's digital transformation by building inclusive, high-quality mobile connectivity that empowers everyone, everywhere, and all the time.

Wim Vanhelleputte, Chief Executive Officer of Safaricom, said: "Achieving an active customer base of 10 million is a significant milestone for us, but it also brings with it great responsibility. Behind each SIM card there is an individual, a family, a business, and a future. Our mission is to serve, enable, and support Ethiopia's development through world-class connectivity and innovation. We are proud of our accomplishments and remain committed to further connecting people, creating opportunities, and contributing to a truly Digital Ethiopia."

With over **300 billion ETB (USD 2.27 billion)** investment to build a strong telecom and Digital Financial Services infrastructure in the last 4 years, Safaricom reflects on strong performance across commercial and social impact areas.

The fast 4G network now covers more than half of the population, with **3,141 live sites** deployed across **more than 150 towns and cities**. Customer growth remains strong, with an **average of 31,000 new customers joining daily**, reflecting the continued relevance and demand for mobile connectivity.

This growth is powered by people. Safaricom Ethiopia employs **900 direct staff**, 97% of whom are Ethiopian. In addition, we have created **indirect employment for more than 20,000 people** through our sim-selling brand ambassadors, distribution partners, and subcontractors supporting network rollout and customer service.

This milestone of 10 million customers is more than a number. It reflects the trust of the Ethiopian people, the collaboration of government and partners, and the dedication of thousands of individuals across the country working toward a shared digital future.

Safaricom Ethiopia continues its exciting journey in Ethiopia with renewed commitment, strong foundations, and a clear mandate: to be a reliable, inclusive, and impactful partner in Ethiopia's digital journey.

We extend our heartfelt thanks to all our customers for choosing Safaricom Ethiopia as their digital partner. We also sincerely thank the Government of Ethiopia, our regulators, and partners whose collaboration and guidance have been instrumental in this journey. Together, we are building a more connected, inclusive, and prosperous Ethiopia. We look forward to continuing this exciting journey with all of you.

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