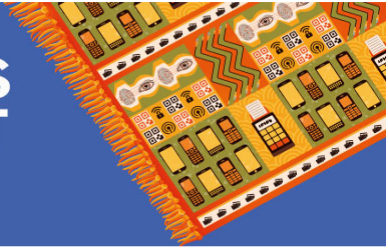




FT AFRICA PAYMENTS INNOVATION SUMMIT

29 March 2017 | Nairobi



Media Release

Financial Times Africa Payments Innovation Summit, Nairobi

FT Africa Payments Innovation Summit celebrates role of mobile technologies in African economic development

Nairobi, Kenya, 20 February 2017

There will soon be more than one billion users of mobile phones in Africa, part of a potentially transformative change taking place across the continent. For users from all social groups, mobile phones promise an end to social and economic exclusion and a chance for economic empowerment. For both suppliers of financial service and mobile network operators, these developments offer a chance to attract a new generation of consumers through deepening their engagement in the fast-expanding world of mobile payments.

On 29 March 2017 the *Financial Times Africa Payments Innovation Summit* (live.ft.com/AfricaPayments) will bring together 250 business leaders from various mobile and financial interest groups under one roof. The summit will explore challenges and opportunities inherent in these developments: from providing greater financial access to un-banked people across the continent, to providing new services and opportunities for an emerging middle class.

“Appropriately, the Summit is taking place as M-PESA, the world-leading Kenyan mobile payment pioneer, celebrates its 10th anniversary,” says David Pilling, Africa editor of the Financial Times.

“M-PESA has been a game-changer in starting to tackle once seemingly insoluble problems, from vast distances, lack of infrastructure and a large informal economy. “

“We hope conversations at the Summit will look to the fast-evolving future and provide clues about what might happen next, not only in Africa but in other parts of the world. The formation of possible alliances across business sectors and the further unlocking of electronic financial payment systems for the benefits of Africans will also be formally and informally discussed at the Summit”, Pilling concluded.

Since M-PESA was launched, mobile payments have expanded far beyond Kenya. But for Bob Collymore, CEO of Safaricom, which introduced M-PESA in Kenya, the Summit is well-timed.

“M-PESA is a great example of what can be achieved and where technology and payment systems

can take us. From its pilot as a service where customers could repay micro-loans, M-PESA has consistently evolved to fit our customers' needs, launching as a convenient, affordable means of sending money from one person to another, to now offer mobile lending, savings and payments. Today, M-PESA is used by more than 24 million Kenyans and is estimated to have more than 60% of the country's GDP flowing through it. These are huge achievements for what began as a simple loan repayment service."

ENDS

Note to editors:

About Financial Times Live:

Financial Times Live (FT Live) is the global conferences and events division of the Financial Times Group. Chaired by senior journalists from the Financial Times Group, the summits, conferences, awards and strategic forums organised by FT Live gather the world's brightest minds and most influential decision-makers.

Exclusive on-stage interviews, stimulating presentations and lively panel debates – available on multiple content platforms – provide the cutting-edge insights, unique personalities and peer audience engagement that have the power to transform finance, business, politics, society and culture.

The Financial Times is one of the world's leading business news organisations, providing a broad range of business information, news and services for the global business community. It is recognised internationally for its authority, integrity and accuracy. In 2016 the FT passed a significant milestone in its digital transformation as digital revenues overtook print revenues for the first time. The FT has a combined paid print and digital circulation of 845,000 and makes 60% of revenues from its journalism.

live.ft.com

About Safaricom

Safaricom transforms lives.

We provide voice, data, financial services and enterprise solutions for a range of subscribers, small businesses and government, using a variety of platforms.

As the biggest communication company in East and Central Africa, Safaricom delights over 26.6 million subscribers, providing over 200,000 touch points for its customers and offering over 100 different products under its portfolio.

Listed on the Nairobi Securities Exchange and with annual revenues in excess of Kshs 150 Billion,

Safaricom invested Kshs 32.13 billion in infrastructure this year, providing over 80% of Kenya's population with 3G coverage and providing 2G coverage to 95% of Kenyans. Safaricom has harnessed its proprietary fibre infrastructure to build a dedicated enterprise business, which provides managed IT services to clients in the East African region.

Safaricom pioneered commercial mobile money transfer globally through M-PESA, the most successful service of its kind anywhere in the world. Launched in March 2007, M-PESA now has over 24 million customers and over 114,000 M-PESA Agent outlets countrywide.

<http://www.safaricom.co.ke/press-release>

For further information, please contact

Safaricom PR & Corporate Communications

Phone: +254 722 005211

PRComms@Safaricom.co.ke

About the Financial Times Africa Payments Innovation Summit:

The inaugural Financial Times Africa Payments Innovation Summit organised by Financial Times Live (live.ft.com) will take place on 29 March, 2017 at the Radisson Blu Hotel in Nairobi.

250 local and international stakeholders across the mobile payments industry (banks, telecoms, mobile network operators (MNOs), regulators, policy makers, government representatives, original equipment manufacturers (OEMs), hardware suppliers, software developers, mobile service providers and distributors), are anticipated to gather and debate the challenges and the opportunities of providing greater financial access to low income consumers.

A number of areas will be explored including the recent trends affecting market uptake and the development and integration of new technologies. The Summit will provide attendees with an exceptional forum and opportunity to gain first hand insights on the latest policy frameworks; understand the enhanced opportunities for interoperability and platform security; and discuss ways of increasing market uptake of new mobile payment systems.

The Financial Times Africa Payments Innovation Summit is the first of five, full-day conferences organised by the Financial Times in 2017, focused on 'high-growth' regions and sectors in Africa. This includes the 4th annual FT Africa Summit (live.ft.com/AfricaSummit) on 8 & 9 October 2017 in London; FT Mozambique Summit (live.ft.com/Mozambique) on 9 November 2017 in Maputo; FT Private Equity in Africa (live.ft.com/PEAfrica) on 18 October, 2017 in London; and the FT Nigeria Summit in Lagos on 28 November 2017.

An overview of payment systems and the growth of mobile financial systems in Africa

In sub-Saharan Africa, where financial inclusion has traditionally been low, mobile payments offer an accessible, scalable and lower cost substitute to traditional banking and a more secure alternative to carrying wads of bank notes and coins. It reduces the risk associated with saving cash for an emergency; provides opportunities for credit to enable entrepreneurs and farmers to trade; empowers women to budget and run businesses; provides parents with a safe way of paying school

fees; and enables migrant workers to securely and quickly send money back to their families. Furthermore, with a limited legacy system in place, many parts of the region are well-placed to take the technology leap to digital payments.

According to [McKinsey](#), two-thirds of adults in sub-Saharan Africa currently use a mobile phone. In Kenya – where M-PESA has become the poster child for mobile money, mobile payment penetration is 86% of households. And according to the World Bank's [Global FINDEX database 2014](#), in Sub-Saharan Africa, 12% of adults have mobile money accounts (compared to just 2% worldwide); of which 45% have only a mobile money account.

Thanks to these strong market drivers, technology providers, mobile network operators and financial institutions are competing for market share in what is a rapidly evolving mobile environment.

The high mobile penetration rate in sub-Saharan Africa compared to the lower rate of consumers that hold a traditional bank account means that mobile network operators are a key part of the mobile money landscape.

Safaricom launched the M-PESA service a decade ago but now there is a raft of initiatives across the region, with competitors such as Tigo Cash and MTN Mobile Money also staking their claim in the race to bring unbanked people into the formal financial system. Throughout all of this, the role of banks and other financial services firms is also developing, for example KCB has developed Mubi Bank, Barclays is behind a series of mobile money transfer initiatives and major bank card firms are rolling out innovative products and services.