

Safaricom Partners with Nairobi Securities Exchange to Enable Customers Invest Using Bonga Points

*Customers can now redeem their bonga points to invest in the NSE by using MySafaricom App or via USSD *126#*

Nairobi, Kenya 9th August 2021 Safaricom (NSE trading code : [SCOM](#)) and Nairobi Securities Exchange (NSE) have today announced their partnership to enable customers invest in stocks by redeeming their accrued bonga points.

The service will be available to all safaricom mobile users who will redeem their bonga points through licensed Trading Participants. During this initial phase ten (10) Trading participants are already activated. These include NCBA Capital, Faida Investment Bank, AIB-AXYS, ABC Capital, Old Mutual Securities, Kingdom Securities, Suntra Investments, Francis Drummond & Company, Dyer & Blair Investments and Sterling Capital LTD. The remaining Trading participants are expected to join in due course.

“As we focus on the next phase of our journey to go beyond, our aim is to continue transforming the lives of our customers by delivering a wide range of products and services that align with their needs. Through this partnership with NSE, we seek to give our customers more value and utility for their Bonga Points while creating more avenues for driving economic empowerment,” said Peter Ndegwa, Chief Executive Officer, Safaricom.

To invest, customers will redeem their points at a rate of KES 1 for every 5 points via the ‘Lipa Na Bonga’ menu on USSD *126# or MySafaricom App. Customers will then key in the stockbroker's paybill number followed by their CDSC (Central Depository and Settlement Corporation) account number.

“Through this initiative, we intend to unlock more investment opportunities to investors using convenient and innovative solutions. The partnership resonates with our resolve to connect capital with opportunities as anchored in the NSE 2020-2024 strategic plan. It further provides an avenue for retail investors to participate in the NSE and is coming at

the backdrop of the stock market recovery following the covid 19 pandemic. said Geoffrey Odundo, Chief Executive Officer, Nairobi Securities Exchange.

The Bonga loyalty scheme, which was introduced in 2007 to reward customers for using Safaricom's products and services, has seen both retail and corporate customers accumulate 16 billion points, valued at over KES 4 billion. Customers accumulate a point for every KES 10 spent on voice, data, SMS and chargeable M-PESA transactions.

Over the years, Safaricom has enhanced the Bonga scheme through campaigns such as 'Jisort na Bonga,' which empowers customers to redeem their points for phones and accessories at any Safaricom shop or dealer outlet, and the introduction of 'Lipa Na Bonga' in 2016 to enable customers redeem their points and pay for goods and services at Lipa Na M-PESA merchants countrywide. Customers can also settle utility bills such as Home Fibre, PostPay, KPLC, GOTV and DSTV as well as NHIF and NSSF dues using their points.

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About Safaricom

Safaricom transforms lives.

We provide voice, data, financial services and enterprise solutions for a range of customers, small businesses and government, using a variety of platforms. We delight over 35.6 million customers, providing over 200,000 touch points for our customers and offering over 100 different products under our portfolio.

Listed on the Nairobi Securities Exchange and with annual revenues in excess of KES 200 Billion, Safaricom invested KES 36 billion in infrastructure this year, providing over 94% of Kenya's population with 3G coverage, over 92% of the population with 4G coverage, and providing 2G coverage to 96% of Kenyans. Safaricom has harnessed its proprietary fibre infrastructure to build a dedicated enterprise business, which provides managed I.T. 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 active customers and over 173,000 M-PESA Agent outlets countrywide.



For more news, please visit: <https://www.safaricom.co.ke/about/media-center/publications/press-releases>

For media-ready photos, visit: https://www.flickr.com/photos/safaricom_pr

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About NSE

The Nairobi Securities Exchange (NSE) is the principal securities exchange in Kenya. It offers a world class trading facility for local and international investors and issuers looking to gain exposure to Kenya's and Africa's economic growth. NSE plays a vital role in the growth of Kenya's economy through mobilization of domestic resources and international capital. The NSE is a founder member of the African Securities Exchanges Association and the East African Securities Exchanges Association. It is a full member of the World Federation of Exchanges and the Association of Futures Markets, and a partner Exchange in the United Nations Sustainable Stock Exchanges Initiative (SSE). NSE operates under the jurisdiction of the Capital Markets Authority of Kenya.

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