



Safaricom Announces KES.6 Million Sponsorship for 10th Edition of The EA Classic Safari Rally

Tenth edition to feature over 90 participants from across the globe.

Nairobi, Kenya – 1st February 2022 ... Safaricom has today announced a KES.6 million sponsorship for the tenth edition of the East Africa Classic Safari Rally through its M-PESA platform.

The nine-day rally, which kicks off on February 10th and runs until 18th is expected to feature a record number Kenyan and international drivers from more than 15 countries around the world covering up to 5,000 kilometers across the country.

“Safaricom has been a key supporter of the East African Classic Safari Rally for the last **two editions**. Our involvement in this event underlines our commitment to nurture talent in sports. By featuring local and international drivers, the rally provides an opportunity to empower and inspire more local drivers,” said Peter Ndegwa, CEO Safaricom.

This year’s Classic Rally rekindles the spirit of the original Safari Rally, which put East Africa on the motorsport map and earned an unassailable reputation as the world's toughest rally.

The rally will begin with a shakedown at Kedong ranch in Naivasha, before proceeding to Sarova Woodlands in Nakuru, Aberdare Prestige in Nanyuki for two days, Kilima Camp in Amboseli for three days, Salt Lick Lodge at Taita Hills, before concluding at Ocean Sports in Watamu, where the Prize Giving Gala will be held.

“We are glad to have Safaricom through its M-PESA Global and M-PESA App platforms being part of the tenth edition of East Africa Classic Safari Rally. The tenth edition is one of its kind as we will have a record number of participants from across the globe, which is a sharp increase in number from the past editions,” said Joey Ghose Chairman, East African Safari Classic rally.



The East African Classic Safari rally has been running every two years since 2003 and is open to two-wheel drive, naturally aspirated rally cars built before 1985. The race aims to showcase the beauty of the East African landscape with vehicles racing through world-famous game parks, with overnight stops at the region's finest lodges and hotels.

The previous winners of the Classic include legends of motor sport including Björn Waldegård, Ian Duncan, Stig Blomqvist and local driver Carl "Flash" Tundo.

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About Safaricom

Safaricom is the leading telecommunication company in East Africa. Our purpose is to transform lives by connecting people to people, people to opportunities and people to information. We keep over 41 million customers connected and play a critical role in the society, supporting over one million jobs both directly and indirectly while our total economic value was estimated at KES 362 Billion (\$ 3.2 billion) for the 12 months through March 2021.

Listed on the Nairobi Securities Exchange and with annual revenues of close to KES 264 Billion (\$2.9 billion) as at March 2021. Safaricom provides connectivity through wide range of technology, 2G, 3G, 4G and 5G in aggregate covering over 99% of Kenya's population.

We run the world's largest mobile payment system and Africa's largest Fintech, M-PESA, the world's first mobile money transfer system. By empowering over 28 million customers to transact, save or borrow money through their mobile phone, M-PESA has driven financial inclusion in Kenya to more than 82% of the adult population from a low of 25% and generated over KES 82.65 Billion (\$826 million) in revenue as at FY21.

Our subsidiary, Safaricom Telecommunications Ethiopia, plans to deploy world class network and services, by mid-2022, to contribute to Ethiopia's digital transformation.

Safaricom is an equal opportunity employer, actively recruiting staff from different backgrounds reflecting the communities that we serve. We are committed to equal gender representation at all levels. Our target is to achieve 50:50 senior management gender parity by 2025.

As part of our ongoing commitment to the Sustainable Development Goals (SDGs), we continue to work towards improving energy and resource efficiency in our network and facilities to reduce carbon emissions and our fuel consumption. We remain committed to becoming a Net Zero carbon-emitting company by 2050.

For more details please visit www.safaricom.co.ke

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

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

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