



PRESS RELEASE

M-KOPA connects 100,000 homes to PAYGO Solar TV

M-KOPA is today announcing that it has connected 100,000 homes to solar TVs across East Africa.

The M-KOPA 400 comes with a 20W battery, 20" TV, two lights, a torch, a phone charger and a radio. Customers pay a deposit of Ksh 3,000 followed by daily instalments of Kshs 125 for two years. Customers with a good credit standing with M-KOPA can also upgrade to TV in three months.

With M-KOPA households having an average of five inhabitants, this is calculated to be bringing 500,000 new TV viewers into the information economy. Information access has traditionally been a huge challenge for off grid households living, with inhabitants having to travel to watch news – often at a cost.

M-KOPA's recent report, *Tuned In*, shows that solar TV is driving information inclusion in off-grid homes. It shows that 80% of M-KOPA customers are getting solar TV to access news and learn about the world.

The report also shows that new solar television owners feel a new level of confidence and social inclusion and this is driving civic engagement. Off-grid homes with radio, smart phones and television now have access to almost all of the information channels that on grid homes have.

Jesse Moore, CEO at M-KOPA says, "M-KOPA is about transforming our customers' lives through quality and affordable products. An M-KOPA TV plays a really positive role in helping our customers feel more connected, informed and engaged."

Paul Sendeu, 100,000th customer from Kiserian says, "I am delighted to own TV for the first time. I will now watch news together with my family. My children will now also be able to access entertaining and informative content from the comfort of our home and which we could never get before."

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Notes to Editors:

About M-KOPA

M-KOPA is the world's leading 'pay-as-you-go' energy provider to off grid homes. The company has developed a better way to provide affordable, safe and clean energy to millions of people living off the grid. Thanks to the sun's rays and mobile technology, customers can light up their homes, charge their phones and tune into the radio and TV. They can do all this at the flick of a switch and for less than they used to spend on kerosene. For more information visit: www.m-kopa.com.