



NEWS RELEASE

A QUARTER OF A MILLION HOMES NOW ON M-KOPA

23rd September 2015 Nairobi, Kenya... M-KOPA Solar, the world's leading 'pay-as-you-go' energy provider to off grid homes, proudly announced reaching 250,000 homes across Kenya, Uganda and Tanzania today.

Alex Kivuva Nduati became M-KOPA's 250,000th customer when he purchased a M-KOPA III solar home system at the M-KOPA Shop in Athi River: "I am so excited to take home a solar system that will give me much more value than kerosene, and with M-KOPA's daily payment plan it is affordable for me," said Alex. "I purchased this system for my rural home where there is no access to electricity. M-KOPA will save me a lot of money to use for school fees for my two children and in my business."

Jesse Moore, Managing Director and Co-Founder, M-KOPA Solar, says, "Last September we celebrated 100,000 customers, and a year later we are already at a quarter-million. With hundreds of great customers like Alex coming on board every day, we are helping East Africa leapfrog over the grid to enjoy cheaper, cleaner, and more reliable solar power."

Kenya is emerging as a hotspot for off-grid solar power. A 2014 study by M-KOPA Solar and InterMedia shows that 14% of the surveyed population use solar as their primary lighting and charging source. M-KOPA is one of the fastest growing power providers in the region, connecting solar to over 500 new homes each day. The battery-powered 8W home system has three lights, a phone-charging facility and a chargeable radio.

The savings generated by using off grid solar over kerosene are substantial for individual households and the broader East African economy. Each M-KOPA Solar home is calculated to save US\$750, compared to using kerosene over a four-year period. This means that the combined projected savings by the 250,000 households using M-KOPA Solar is US\$187 Million.

Nairobi-headquartered, M-KOPA Solar now has a network of over 1,500 direct sales agents and 100 customer service centres across Kenya, Uganda and Tanzania.

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Notes to editors

About M-KOPA Solar

We have become the world's leading 'pay-as-you-go' energy provider to off grid homes. We've developed a better way to provide affordable, safe and clean energy to billions of people living off the grid.

Thanks to the sun's rays and mobile technology, our customers can light up their homes, charge their phones and tune into the radio. They can do all this at the flick of a switch and for less than they used to spend on kerosene.

At M-KOPA, we give you a lot more light, for less, with our affordable annual payment plan. All you need is a deposit of \$35, followed by 365 daily payments of 43 cents - paid using your mobile money service. After completing the payment package, customers own their system outright.

Each battery-powered 8W system has three lights, a phone-charging facility and a chargeable radio. And it is backed up by a two year warranty and 24/7 customer care. We sell directly through a network of service centers and agents spanning the entire East African region. Check out www.m-kopa.com to connect with us.

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