

## PRESS RELEASE

### M-KOPA Now Reaches 50,000 Homes Across Uganda

- *M-KOPA's mobile payment plans improve affordability*
- *Ugandans using solar to leapfrog the grid*
- *Lights, charging and entertainment for only UGX 1700 per day*

**28<sup>th</sup> April 2016, Entebbe, Uganda** – M-KOPA is proud to announce that 50,000 off grid homes are now using mobile pay-as-you-go solar from M-KOPA for lighting, charging and entertainment. With an average of five people in each house, this means that 250,000 Ugandans no longer need to rely on kerosene.

Anthony Weremaka, General Manager says, “We are proud to have reached 50,000 homes in Uganda with 25,000 coming in, in the past twelve months. We are seeing the off grid solar market gaining huge traction as Ugandans realize they don’t have to wait for the grid to access affordable power.”

The M-KOPA 4 solar home system comes with an 8W solar panel, two upgradeable LED bulbs, phone charging, USB with five ports, rechargeable torch and radio. And this comes with 24/7 customer support and a two-year warranty. M-KOPA offers an annual mobile payment plan, helping Ugandans to leapfrog to clean, affordable and reliable energy.

M-KOPA estimates that 5.5 million homes in Uganda are off grid with most of these still relying on kerosene for lighting. And the fumes continue to create adverse health effects with respiratory infections being one of the prevalent illnesses in the country.

Anthony Weremaka continues, “We are proud to be eradicating the use of *tadooba* amongst these households. By providing them with clean energy, we are enabling them to save and invest in their health, education and income generating opportunities.”

M-KOPA Solar offers solar home systems on an affordable payment plan at an initial deposit of UGX 120,000 followed by 365 daily payments of UGX 1,700. Customers can make payments through MTN and Airtel.

Monica Kansime says, “I opted to purchase my solar home system because previously I spent UGX 3,300 daily on kerosene and phone charging which is almost twice what I now spend on M-KOPA per day. Furthermore, I can now start a mobile phone charging business. This will be an extra source of income for my household.”

M-KOPA customers can also access additional practical products to upgrade their lives. Customers who have completed their initial payment plan can now upgrade on an affordable mobile payment plan, using their solar homes systems as collateral. This new range of products includes more bulbs, smart phones, energy saving stoves and TV’s will be available later in 2016.

M-KOPA is on track to connect to connect a million homes across East Africa to its solar home systems by the end of 2017.

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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. We have developed a better way to provide affordable, safe and clean energy to millions of people living off the grid.

M-KOPA has powered over 330,000 homes across Kenya, Uganda and Tanzania. Thanks to the sun's rays and mobile technology, they now have lights, phone charging and radio. They can get all this at the flick of a switch and for less than they used to spend on kerosene.

M-KOPA offers an affordable annual mobile money payment plan – with a deposit of \$35, followed by 365 daily payments of 50 cents. M-KOPA has sold over 50,000 upgrades to customers who have completed their annual payment plans. These include more lights, solar TVs, energy-efficient cooking stoves, internet-enabled smartphones, and water storage tanks.

M-KOPA households enjoy over 41.2 million hours of kerosene-free lighting very month and they make combined projected savings of USD 247.5 million over four years.

M-KOPA emerged boldest at the 2016 Financial Times Arcelor Mittal – Boldness In Business Awards in the developing markets category. In 2015, M-KOPA was the winner of the prestigious Zayed Future Energy Prize and it was recognised by Fortune Magazine as one of 50 companies changing the world.