



## PRESS RELEASE

### M-KOPA Connects Over 10,000 Kenyan Homes To TV

**15th August 2016, Kisumu, Kenya...** M-KOPA Solar is today announcing that it has sold over 10,000 solar TV systems since the pilot programme was launched in February 2016. And its pay-as-you-go solar TV package is now being rolled out to all 75 service centres over the next month.

Yesse Oenga, Chief Commercial Officer at M-KOPA Solar says, "This pilot has exceeded our projections and demand for M-KOPA TV remains high, as we go into the national roll out. With affordable payment plans, our customers can now access information or entertainment from the comfort of their homes.

"TV ownership is a dream come true for most of our customers. Our research data told us that 80% of them had never envisioned owning a TV before we launched our pay-as-you-go package."

Traditionally, people living off grid have had to walk long distances to the nearest shopping centres to watch TV at a cost. This has hindered the majority of the population, especially women and children, from accessing information first hand.

Michael Onyango, M-KOPA customer says, "M-KOPA has brought a transformation in my family. I used to pay at least Kshs 100 per day to watch news and soccer in a bar. This also meant that I was away from my family in the evenings. M-KOPA has been a winner for all of us. My wife and children can access information without relying on third parties and I am also putting my money towards ownership."

According to the Kenya Audience Research Foundation 2015 establishment data, TV only reaches 31% of the adult population on a daily basis. This leaves 69% of adults in the 'dark', who either lack access to power or simply cannot afford a TV set.

Loice Atieno, 60 year old who has never owned a TV says, "I never thought I would own a TV in my lifetime due to lack of finances. I am now assured of my grandson's safety as he no longer needs to sneak out to the shopping centre late at night to watch TV."

Customers who have finished paying off their M-KOPA 4 solar home system payment plans are now able to extend their Kshs 50 per day payment plan to upgrade to the "M-KOPA + TV".

The M-KOPA 400 is also available for customers who want to buy a complete solar home system with TV. It includes a 20W PV panel and battery pack, a 16" digital TV, two lights, a torch, a phone charger and a radio. It is available to new customers at a deposit plus one year of daily payments of Kshs 125.

M-KOPA is on track to connect a million homes to its solar systems by the end of 2017. And it is making these affordable, thanks to its pay-as-you-go plans offered in Kenya through M-PESA.

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### **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 375,000 homes across Kenya, Uganda and Tanzania. Thanks to the sun's rays and mobile technology, they now have lights, phone charging, radio and TV. They can get all this at the flick of a switch and for less than they used to spend on kerosene. M-KOPA households enjoy over 47 million hours of kerosene-free lighting very month and they make combined projected savings of USD 280 million over four years.

M-KOPA offers an affordable annual mobile money payment plan – with a deposit of \$30, followed by 365 daily payments of 50 cents. M-KOPA has sold over 60,000 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 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 recognized by Fortune Magazine as one of 50 companies changing the world.

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