



Diversify and differentiate with our digital ecosystem

Innovation is at the heart of our diversification beyond core connectivity as we prepare for an integrated digital future. Our financial services and digital lifestyle platforms are key differentiators for the Group as we build our fintech capabilities. To support this transition, we provide positive, unique customer experiences across our multi-product digital ecosystem, leveraging our investment in advanced analytics and behavioural loyalty.



CAPITALS IMPACTED

SRC IC MC FC

How this supports our system of advantage

We strive to create diverse and innovative products and solutions that drive financial and digital inclusion. Key to this ambition is our digital ecosystem, which is powered by Big Data and builds on our connectivity leadership to diversify and differentiate our offerings. In doing so, we create a deeper customer engagement with a 360-degree view where we compete on value rather than price.

FY2022 at a glance

PILLAR 3



Launched the **VodaPay and M-Pesa super-apps**

60.6 million financial services customers, with

US\$6.1 billion

in microloans granted

Processed

US\$324.6 billion M-Pesa

transactions, a 29.2% year-on-year growth

PILLAR 4

Vodacom Business contributed

25.2%

to Group service revenue (FY2021: 23.2%)

Vodacom Business South Africa service revenue up

11.6%

Group IoT revenue increased by

32.1%

with IoT connections up **13.1% to 6.8 million**

Partnered with the African Union Development Agency to accelerate COVID-19 vaccine rollout through our

mVacciNation technology platform

Smart agriculture platform delivering Connected Farmer and MyFarmWeb solutions

Farmers using the Connected Farmer platform:

235 000 across the DRC, Tanzania and South Africa

PILLAR 5

TOBi had **13.3 million** interactions with customers

VodaBucks, our loyalty programme, has attracted **over 8.9 million** customers since its launch in September 2020

Our digital workforce is now

54% larger

than our call centres

PILLAR 6

Personalised offers make up >50% of total bundles sold in South Africa

Customer participation on the **Just4U platform** reached 54% in Tanzania, 28% in Mozambique, 27% in Lesotho and 11% in the DRC