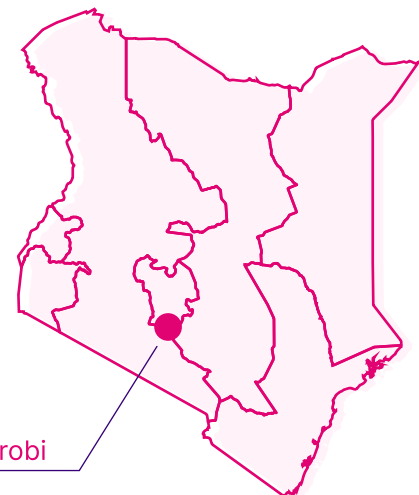


COUNTRY FOCUS

2025 KENYA



Nairobi



Population

56 millions

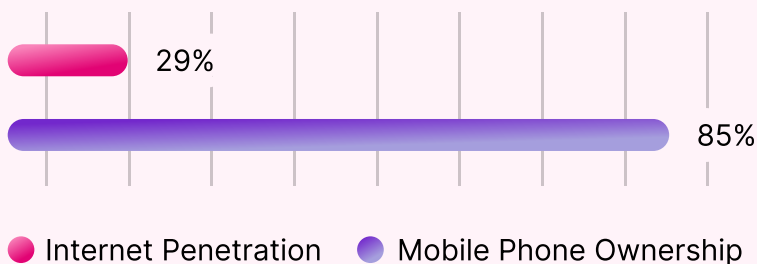


Gross Domestic Product (in \$)

113 billion

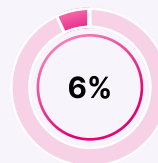


19 y Median Age



Credit Card Penetration

Mobile Money Account



38 millions



Sim Cards

66.7 millions

Prepaid Connections

> 98%

Postpaid Connections

> 2%



Main Telcos

Market share (Mobile connections):

Safaricom

66%

Telkom

29%

airtel

2%

Others

3%

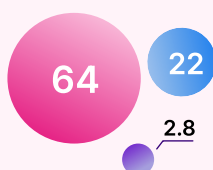


Digital Content Usage

Number of Users (by 2027)

Revenue (in millions of €)

User Penetration (in %)



● Mobile Gaming ● Video Streaming ● Music Streaming



Share of Mobile Broadband Connections (3G-4G-5G)

