

## SCRIPT MOBILE REVOLUTION KENYA

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### PRESENTATION

It's called the fastest revolution ever. The upcoming of mobile telephony in Africa. In Kenya for example. This East African country eight years ago had some 15,000 mobile subscribers, and nowadays there are over 12 million. almost 1,000 times more in eight years. The same people are now massively queuing to get shares in the very popular network Safaricom.

### BETA

This building in the heart of Nairobi houses the stock exchange of Kenya. Normally at street level it's quite calm, but now early morning there are people queuing to get shares in Safaricom.

### QUOTE MAN IN QUEUE

*They're the most succesful company in East and Central Africa.  
Who does not want to buy profit?*

10 billion shares have been issued, and that seems enough for satisfy everybody. They go for 5 Eurocents eachs. Purposely low to enable everybody to invest.

### QUOTE TRADITIONALLY DRESSED LADY HOLDING BABY

*The crops I grow in my garden can fail.  
Or I make losses.  
Safaricom at least can give me interest.*

Safaricom didn't have to do a profound ad campaign. You can't walk anywhere in Nairobi without seeing Safaricom somewhere.

### SOUNDBITE MOBIELE BELLER

*'Ik kom zo naar huis. Om 12 uur?'  
'He's coming home. At twelve hour sharp?'*

The network entered the skies in 2000, and now, eight years later, has 10 million subscribers. According to the CEO of Safaricom that is because there were hardly any fixed lines, and because Kenyans finally were able to reach each other, pleasure of business.

### QUOTE MICHAEL JOSEPH, CEO Safaricom

*It's small, cheap, affordable.  
The pre-paid model is very affordable.*

*You don't need to have an address.  
You don't need to have a credit card.  
You walk in one day, get a line and you're in business.*

SOUNDBITE MOBIELE BELLER  
*'I'll be there in five minutes.*

STAND UPPER RUUD ELMENDORP in Nairobi  
*The market reacted by offering cheap mobiles.  
For 20 Euros you can get this model,  
and credits are available from 20 Eurocents.  
In Kenya you can still do a lot with it.*

Making calls is possible from 4 Eurocents per minute.  
Scratch cards come in a variety of small denominations.  
Like this one of 2,5 Euro, 1 Euro, 50 Eurocents,  
and even the new 20 Eurocent card.

Also the phone is very suited to make some money.  
Like Juma Abbas does.  
Without a mobile he could never have had this shop.

QUOTE JUMA ABBAS  
*Because I use it to call customers,  
and customers need me because of business.  
So I call them, and they come to my business.*

SOUNDBITE JUMA AAN DE TELEFOON  
*'Hey my friend you are lost.  
I have your good stuff here.  
Where are you?'*

The trading in the shares start on the 30st of May.  
This is Ruud Elmendorp, Nairobi, Kenya.