

Press Release

Attention Business Editors

For immediate release

SAFARICOM & PURPLETEAL LAUNCH CONFIDENCE BOOSTING TIPS

Nairobi 04 June 2014...Leading integrated telecommunications service provider, Safaricom Limited has in partnership with PurpleTeal, a leading global health and wellness services provider launched a new SMS service that will offer lifestyle tips to Safaricom subscribers.

The SMS service dubbed 'WellTitude' –“Wellness As An Attitude”- is part of Safaricom's broader mobile strategy aimed at providing health and lifestyle related tips to subscribers.

The service which is the first of its kind in the country is expected to provide customers with lifestyle tips to help them 'Feel Good' and 'Look Good'. When subscribers do a better job of managing bad breath or body odour, it boosts their confidence. When they do things to get a glowing complexion or beautiful hands, their self-image improves and that too boosts confidence.

The new proposition will be added to Afya Tips as part of Safaricom's Health and Wellness portfolio. Afya Tips, which is also the result of a partnership with PurpleTeal, presently has more than 165,000 clients who currently receive daily tips on various health topics.

“As a business, we focus on providing products and services with a transformative impact on our customers. Through these service, our aim is to use the versatility of the mobile phone to afford our customers access to useful information that will help them lead a better quality of life at an affordable price,” said Safaricom Business General Manager, Ms. Sylvia Mulinge on the new service.

“With over 20 million Safaricom subscribers it goes without saying that mobile technology could be successfully deployed to create effective solutions to consumers



at any time of the day and receive expert advice on any health and wellness tips," she added.

To access the service, users will be required to SMS a certain request to the number '22620' starting with the word 'START' after which they will receive the information they had requested for at the cost of KES 3 per SMS. For example, for daily tips to 'Look Good', SMS – START GOOD TO 22620.

PurpleTeal, which currently operates in several markets globally, has been in Kenya for almost 2 years following the launch of their partnership with Safaricom in 2012 for the launch of Afya Tips.

"PurpleTeal is delighted to extend our groundbreaking partnership for providing health and wellness tips for Safaricom's subscribers." added Narayanan Ram, CEO of PurpleTeal. "We provide services in Africa, Middle East, South & Southeast Asia and other regions. Safaricom has once again grabbed the lead in bringing novel and useful services to its subscribers. We look forward to helping Safaricom subscribers boost their self-confidence by looking good and feeling good."

THE END

About Safaricom Business

Safaricom Business is the Go-to-market arm of Safaricom that services customers in Government, Civil Society, SME and Corporate sectors. It has developed a complete suite of *Business Connectivity, Managed Services, Mobile Financial Services*, as well as Wholesale & Carrier Services to meet customer needs.

The ability to provide end-to-end communications positions Safaricom Business as *the* preferred communications partner for enterprise. Safaricom Business was awarded Best ICT Solution Provider for Enterprise Markets in Africa at the AfricaCom Awards held in Cape Town South Africa.

About Purple Teal

PurpleTeal Inc. Of Fremont California, USA is a health services company. Their vision is to improve quality of life of individuals by helping them do a better job of taking care of their health & wellness. Their mission is to automate mobile health services that will



engage individual by informing, motivating and prompting them with timely tips on improving their health and well-being. There WellTitude line of service is one of several services that are delivered through mobile phones as well as the internet.