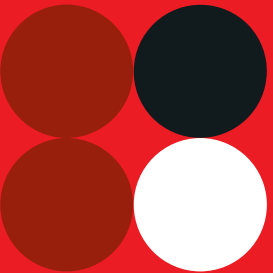
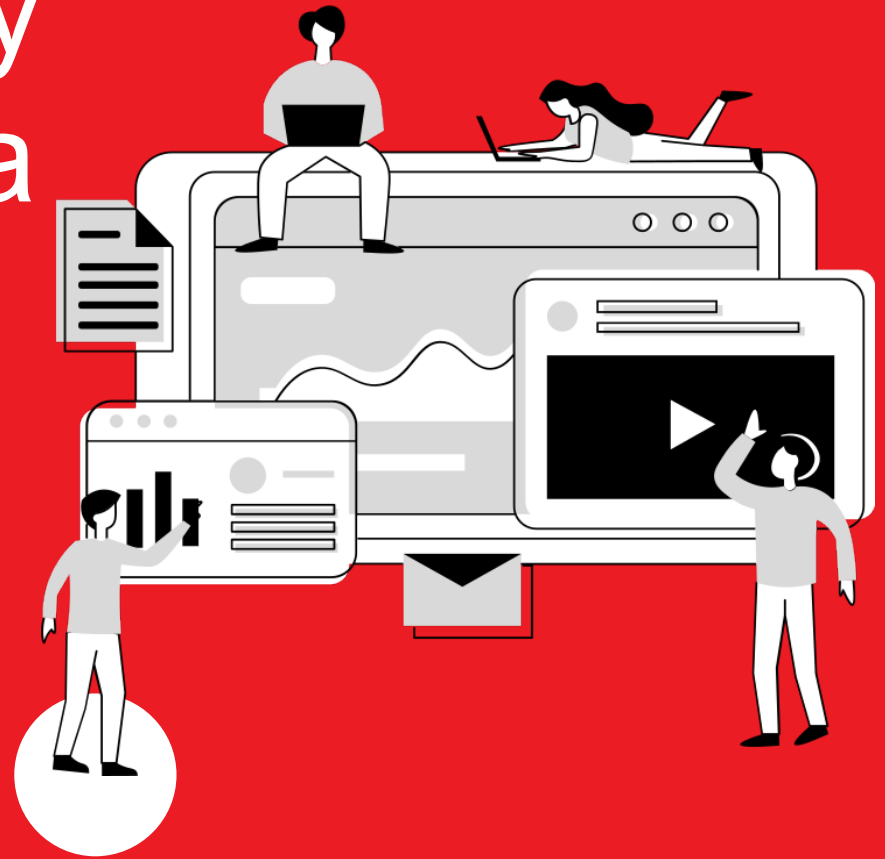
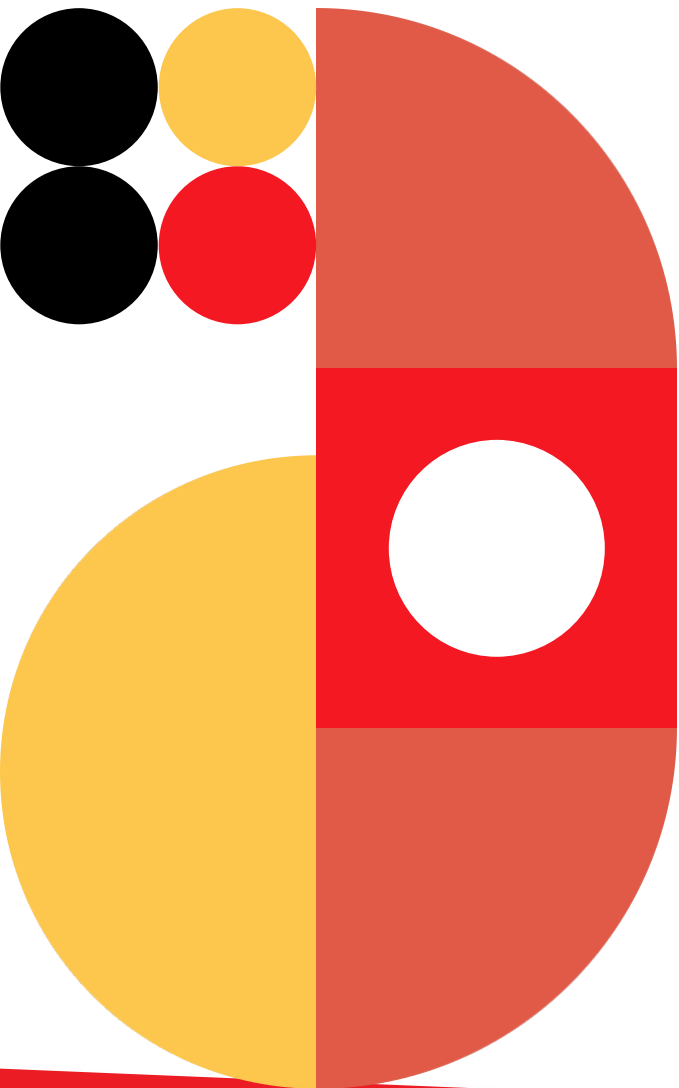


Leading Country Example; Kenya

Digital Tax Payments





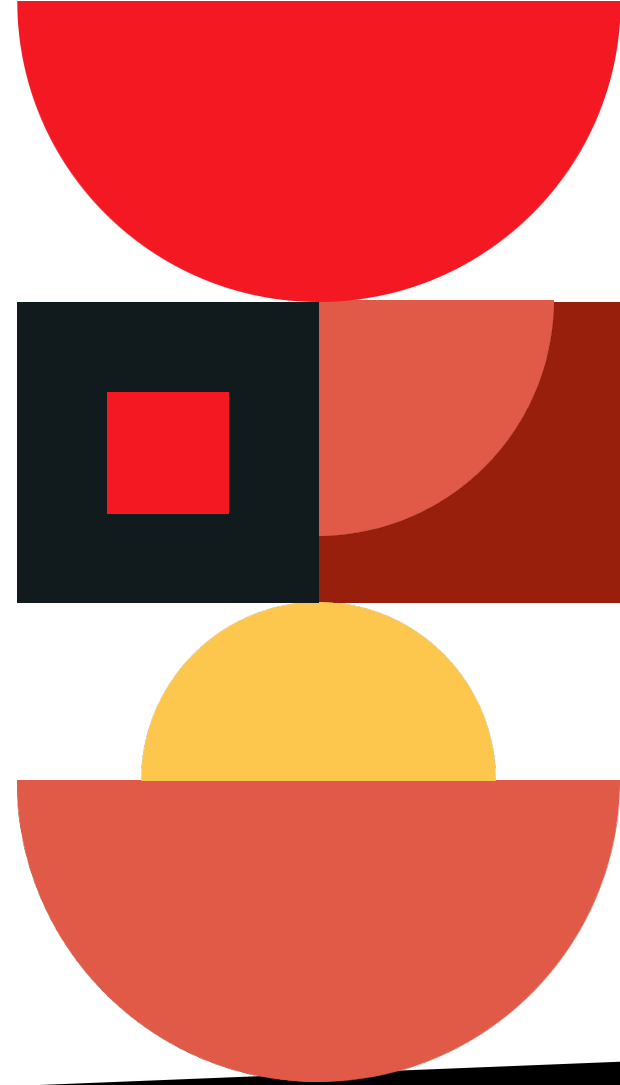
58.4

MILLION MOBILE MONEY
SUBSCRIBER

DIGITAL TAX PAYMENTS

Kenya is a global leader in mobile money. The country continues to register phenomenal growth in the number and value of mobile money transactions. As of December 2019, the country had 58.4 million mobile money subscribers; The country has a population of 47.5 million.

DIGITAL TAX PAYMENTS





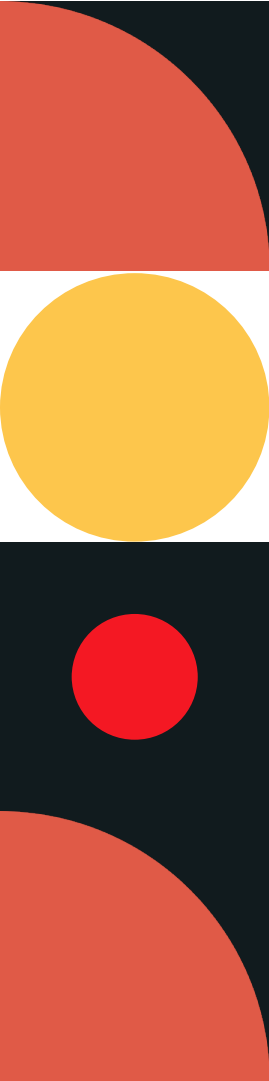
67%

SAFARICOM MARKET
SHARE

98%

MPESA CONTROL OF
KENYA'S MOBILE MONEY
MARKET

SOURCE: Communication Authority, 2019



Digital Tax Payments

Communication Authority of Kenya (CA) which is the regulatory authority for the ICT industry in Kenya reported that in 2019, Safaricom possesses a 67% market share, more than double that of Airtel Kenya (26%) and over 9 times Telkom's share (7%).

Safaricom is the leading mobile network operator after the launch of M-Pesa in 2007.


Safaricom's M-Pesa controls an immense 98% share of the country's mobile money market as of November 2020.

M-Pesa is the second contributor to Safaricom's revenue, after their voice service.

DIGITAL TAX PAYMENTS



Digital Tax Payments Journey



In 2013, the Kenya Revenue Authority (KRA) in a bid to improve service delivery to taxpayers expanded the scope of payment channels to include mobile money payments via M-Pesa.

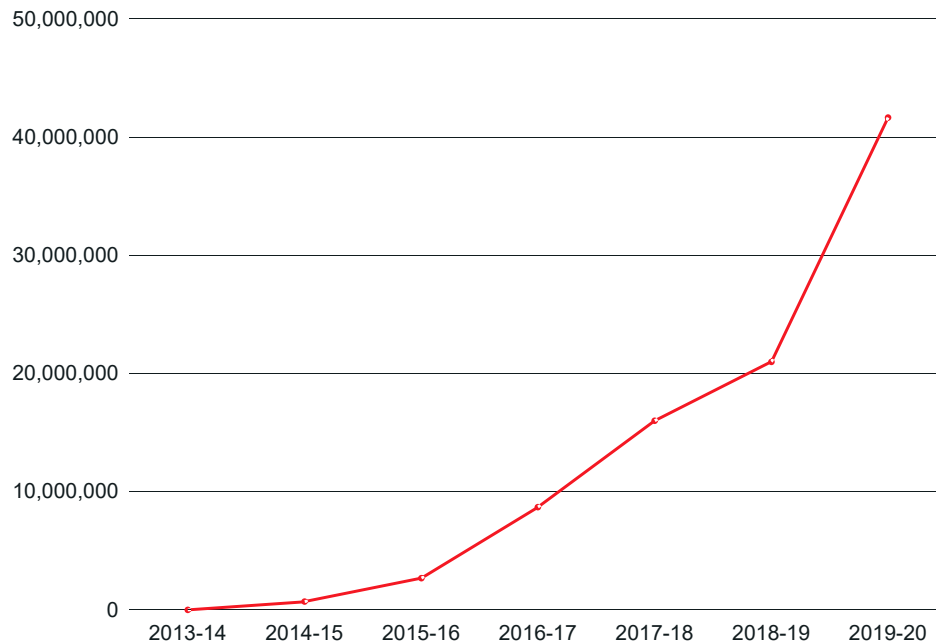
In the past, taxpayers had to physically visit banks or KRA offices to make tax payments. KRA introduced Lipa Ushuru na Mpesa (Pay taxes via Mpesa) to allow taxpayers to pay taxes swiftly and conveniently using their mobile phones.

Average of tax amounting to USD 1.1M is collected via mobile money monthly. There has been an upward growth in the amount of tax paid via mobile money. Financial year 2019/2020 saw a 95.2% increase in mobile money payments.

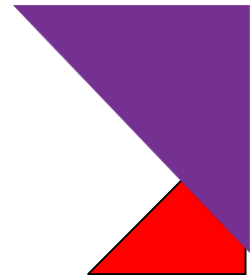
DIGITAL TAX PAYMENTS



Growth trends

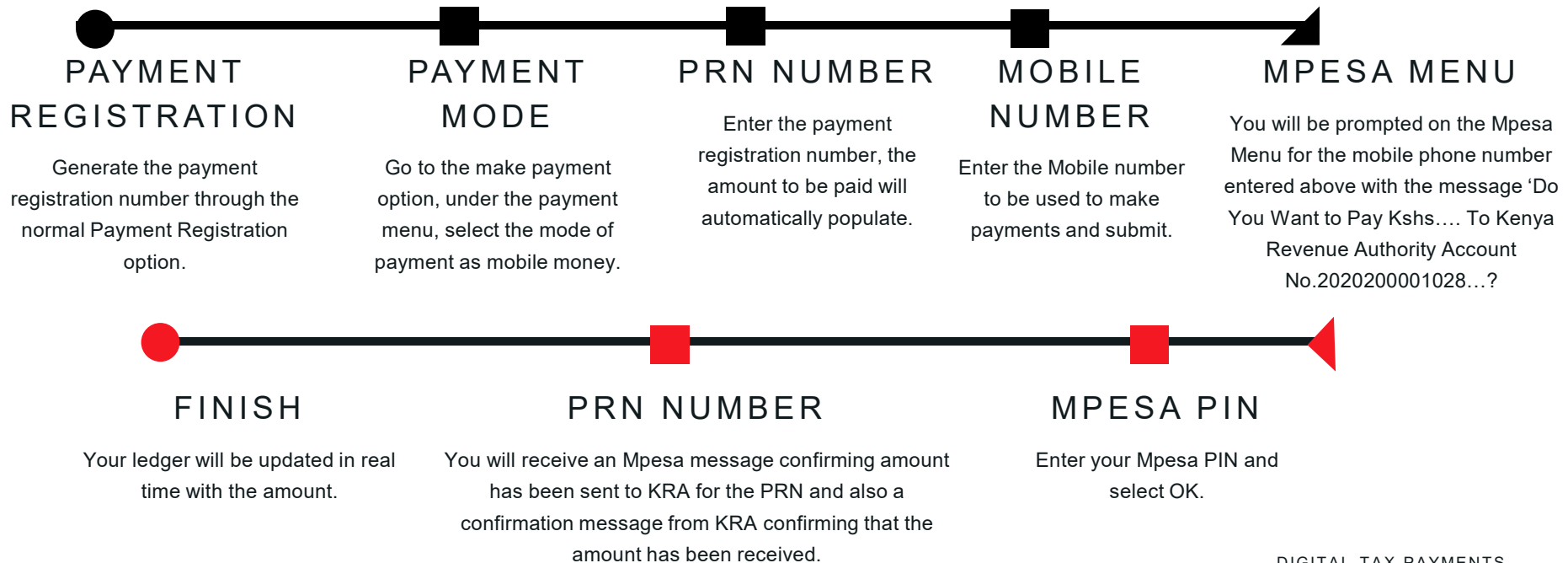


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DIGITAL TAX PAYMENTS

Digital Tax Payment Process



DIGITAL TAX PAYMENTS