

# PUBLIC ANNOUNCEMENT

## SAFARICOM PLC

### Changes in the Board

The Board is pleased to announce the appointment of **Mr. James Ludlow** as a Safaricom PLC Director, with effect from 28 August 2024 for a tenure of one year.



**Mr. Ludlow** will be replacing **Mr. Francesco Bianco**, who exited the board on 1 August 2024.

**Mr. Ludlow** is currently the Group Reward and Policy Director-Human Resources at Vodafone Group Services Limited and is responsible for the strategic design, planning, management, and communication of the company's short term and long-term incentive reward plans. He also provides remuneration and governance advice to all Vodafone group entities.

**Mr. Ludlow** holds a Bachelor of Science (Hons) in Pure Mathematics from the University of Wales, Swansea and is a member of the Institute of Chartered Accountants, England and Wales ACCA.

#### By Order of the Board

**Linda Mesa Wambani**  
Ag. Company Secretary

29 August 2024

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