



Leadership Insights - Ag. MD MoMo

We have a bold ambition to deliver fintech solutions that resonate with Uganda's dynamic market. We aim to position MoMo as partners in the everyday life of our customers by staying close to how customers pay bills, save and invest. This means paying close attention to how customers use our services, how they perceive value and how we collaborate with our eco-system partners.

MTN MoMo's Value Addition Story

2025 was a growth year for MTN MoMo, one of meaningful progress. The ecosystem has grown significantly, with stronger partnerships, accelerated digital adoption, and increased financial inclusion across our consumer, merchant, and agent bases. We set out to expand our digital service offering and cultivate deeper customer engagement, and we scored considerable success on both fronts. It gives me great pleasure to share this journey with you.

Customer value: Growing our digital financial services portfolio through strategic partnerships

In pursuit of our mission to remain the preferred digital financial services provider in Uganda, we rolled out a number of new products to deepen digital adoption and deliver a holistic customer experience.

We experienced the most growth in our credit offering. The number of borrowers grew from 2.2 million in 2024 to 3.4 million by the end of 2025, while the number of loans issued grew over 549% to 223 million loans taken in 2025. Our loan value increased from UGX 1.5 trillion in 2024 to UGX 2.7 trillion. This growth has been driven in large part by *MTN MoMo Advance*, a product we launched in September 2024. It has quickly become our fastest-growing and most popular loan product, and now contributes significantly to both loan volumes and loan value.

Sarah Bateta Okwi

Ag. Managing Director

Another remarkable milestone is the **MTN MoMo Virtual Card** which we relaunched in February 2025, in partnership with Mastercard, Diamond Trust Bank, and Network International. The card enables customers to make online payments directly from their MTN MoMo wallets. So far, we have activated over 250,000 virtual cards, and about 100,000 of those users are actively transacting.

We also launched the new **MoMo App**, which has been redesigned to function as a comprehensive financial platform that helps users manage daily payments while also connecting them to a wider set of financial tools.

The new app features biometric security, scheduled and recurring transfers, additional transaction history, and direct interaction with **MoMo Advance** and **MoMo Ticketing**. Beyond the consumer app, we are also rolling out a new agent app and developing an enterprise merchant platform in order to enable digital payments for everyday business operations.

We continue to make equally significant strides in our savings, investment and insurance solutions. We launched **MTN Yinvesta** in partnership with Sanlam Investments East Africa Limited a unit trust investment product that makes investing easy, accessible, and flexible for all Ugandans. I am also proud of the impact we registered with our School Fees Loans product offered in partnership with Furaha.

We are continually grateful for this and all our other partnerships that lie at the core of our operations. MTN MoMo is not a stand-alone outfit; working with the right partners is the key to scaling faster, delivering better solutions, and building a stronger, more resilient digital financial eco-system.



Beyond the numbers, our increased focus is to deepen usage and drive meaningful engagement across our services in order to provide a holistic experience to our customers.

Our value accountability: MTN MoMo business performance overview

MTN MoMo reported substantial growth across all key pillars.

Fintech revenue grew by 17.3% to UGX 1.1 trillion, reflecting the growth in the number of MTN mobile money subscribers. By close of 2025, our user base had surpassed 14.7 million, up by 6.5% from 13.8 million in 2024.

This translated into increased activity on the platform, with a 16.8% increase in transaction volume to UGX 5.0 billion and a corresponding 23.3% increase in transaction value to UGX 195.5 trillion.

Advanced services contributed 30.6% of fintech revenue, up 1.8 percentage point from 28.7% in 2024 supported by growth in our payments and lending portfolio. The fintech contribution to overall service revenue increased by 1.1 percentage point to 31.2% from 30.1% in 2024.

While our active agents increased by 13.5% to 241,100, our base of active merchants grew by 33.6% to over 114,800 transacting consistently across monthly cycles.

I am very proud of the team at MTN MoMo that I lead their continued dedication is behind the growth registered in 2025. We are also exceedingly grateful to our loyal customers who challenge us to aspire to more, and to all our valued partners and stakeholders who make our vision possible.

Together, we remain unstoppable!

2025 Highlights



MoMo Customers

14.7m

MoMo Agents

241.1k

MoMo Merchants

114.8k



Transactions executed via MoMo

UGX 195.5tn

Number of Transactions executed via MoMo

5.0bn



Loans Disbursed to Customers

UGX 2.7tn

Interest Paid to Customers

UGX 50.9bn

Ambition 2025 and Beyond 2025

The completion of the structural separation of MTN MoMo from MTN Uganda as part of **Ambition 2025** remains a priority item. Regulatory approval is pending following a 99.9% approval from MTN's shareholders in July, and we look forward to its successful implementation. In the meantime, MTN MoMo will continue to identify and create beneficial partnerships to add value to our customers.

Beyond 2025, we are particularly excited about MTN's strategic focus on fintech, and we view connectivity and digital infrastructure as fundamental enablers. An ecosystem that brings access, financial inclusion and infrastructure together will present even more opportunities for MTN MoMo to diversify and build economically sustainable and socially impactful business models.

Awards and Recognition



Digital Brand
of the Year

Financial Services
Digital Excellence

Technology
Services Digital
Excellence

2025 Digital Impact Awards Africa



MTN MoMo Board of Directors