



## About Mobile Planet Ltd

8<sup>th</sup> December, 2011

[www.mobileplanet.co.ke](http://www.mobileplanet.co.ke)

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## **ABOUT MOBILE PLANET LTD**

Mobile Planet Ltd. (MPL) was founded in 2001 to create a range of customized mobile solutions that enable mobile networks and corporate clients entertain, interact, and transact via SMS, MMS and WAP with the growing mobile market in Africa.

Subscriber numbers in Africa continue to grow at a phenomenal rate; this spells great potential for the use of mobile technology to address Africa's unique set of circumstances and challenges. MPL strives to develop products and services that enhance the quality of life of Africans in the fields of commerce, e-governance, agriculture and education.

Mobile Planet also embraces the importance of fun and as a result, part of MPL's products and services consist of creating innovative ways to deliver entertainment direct to customers' mobile phones through mobile games, info-tainment, chat services, quizzes, competitions, ring tones and logos. All these attributes are aptly incorporated in its tagline 'for Fun, for Work, for Africa'.

A further testimony to MPL's development came when Google Inc. become a minority shareholder in the company in 2008. This has opened doors for MPL's push into the rest of Africa and has resulted in it connecting to 26 mobile networks in 15 different countries around the world.

Over the 10 years, MPL has developed solutions for leading companies like:

- Safaricom: GetIT411, semeni, SMS2email services
- EABL's Tusker brand: Tusker Project Fame 1, 3 & 4, Bambua Tafrija promotion, Wakenya Vuma, Promotion, 50 Milli ya Ma-Fans
- EABL's Guinness brand: Guinness Football Challenge promotion, Guinness 250 promotion
- EABL's Bell Uganda brand's big 60 Promotion

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- Caltex's Shinda Manyanga Promotion
  - Ministry of Transport & Communications: The Road Safety campaign
  - Unilever's Omo Ng'arisha Maisha game show and Cheza promotions
  - Nokia's Christmas Campaign Retail offer, and its Customer Care IMEI service
  - Royal Media Services' Zawadi 2929 promotion, Tazama Chapaa, as well as all the Radio stations' SMS products
  - Weetabix' Win-a-Bix promotion
  - Delmonte Kenya's Juice Your Life; win a trip to Mauritius promotion
  - Total Rubia's Shina Tele campaign
  - The kasha.mobi service
  - Kazi560 service

#### **Five facts about Mobile Planet Limited**

- MPL is 10 years old (Oct 2011)
- Google is a shareholder in MPL.
- MPL is Kenyan-owned and currently has over 30 employees.
- MPL is connected to over 26 mobile networks across 15 countries.
- MPL's past & present clients include Google, Safaricom, Airtel, Citizen TV, Coca Cola, Unilever and Nokia.

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