

## MTN partners with IMImobile in a major deal to bring mobile and online content to 103 million users

*London, UK: 1 October 2009:* Millions of mobile and online content users across Africa and the Middle East will reap the benefits of a landmark tie-up between MTN and IMImobile, the leading service creation enabler for operators.

The two companies have teamed up in a bold move to address the growing demand for content in emerging markets. This strategic partnership will entail providing MTN's 21 markets access to a repository of current and globally popular content through enhanced delivery platforms. Content categories will include music (with local and international flavour), sports, games, entertainment, news and much more."

It will also enable MTN to launch new income-generating voice and data services across its global footprint, with revenues from mobile content and services estimated at around US\$150.2 billion in 2011, up from US\$89,3 billion in 2006, worldwide.

One of MTN's new content streams will be the 2010 FIFA World Cup™ of which the mobile operator has exclusive global mobile content rights. Accordingly, MTN will leverage its IMImobile partnership to deliver exclusive 2010 FIFA World Cup™ content on subscribers' handsets, including soccer match news, fixtures, match results as well as team and group profiles.

The appointment of IMImobile as a strategic managed services and hosting partner follows an extensive review of MTN's mobile content and media services landscape across its global footprint. MTN is now aligning its mobile content and media services strategy across its 21 markets in Africa and the Middle East to standardize and enhance its media content offerings to its subscribers.

MTN also wants to capitalize on the rapidly converging data content and voice market, with Africa, the Middle East and Latin America poised to witness the highest growth in revenue as additional mobile data services are being deployed in these regions.

Nozipho January-Bardill, MTN Group Corporate Affairs Executive, says IMImobile was selected from a group of major global telecom software and service providers because of the scalability of its technology platforms and proven managed services business model.

"IMImobile's value proposition and technology solutions will enable MTN to reduce the time-to-market for new services, boost Average Revenue Per User (ARPU) and keep MTN at the forefront of innovative services.

"We have found a partner in IMImobile that has the insight and expertise of the appropriate managed service business model and technology solution necessary to continue to deliver premium content and services to our customers," said January-Bardill.