

Info2cell.com sets out to conquer African market, signs strategic agreement with Oxygen8 Group

Partnership to initially offer B2C services in Kenya

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Info2cell.com, the leading mobile service application provider in the Middle East, is looking to conquer the African mobile market after signing a strategic partnership agreement with Oxygen8 Group, a global provider of integrated mobile solutions. Under the newly formed alliance, Info2cell.com will initially offer Business-to-Consumer (B2C) services in Kenya but will gradually reach out to other countries in the African region.

Info2cell.com further revealed that the strategic move takes advantage of Kenya's status as the country with the highest smartphone penetration in Africa, with 30 to 40 per cent of the population owning a smartphone unit. From a regional standpoint, smartphone growth in Africa has increased by 43 per cent since the 2000, with experts expecting 69 per cent of mobile handsets in Africa to have internet access by 2014. Smartphone penetration in the African region has been estimated to be at 17 to 19 per cent, with heavily populated countries such as Kenya and Nigeria posting rates as high as 41 per cent.

Kenya's large smartphone penetration rate makes it a strategic starting point to offer Info2cell.com's B2C services such as quizzes, games, trivia and other SMS and online-based competitions. Info2cell.com has also revealed plans to offer Business-to-Business (B2B) services such as news, entertainment and sports updates.

Bashar Dahabra, Founder and CEO, Info2cell.com, said, "Smartphones have now become a 'must have' tool that can be used for both business and personal. The growing preference towards smartphones is accompanied with the increased demand for more apps and services that subscribers can use. Our partnership with Oxygen8 Group will allow us to expand our presence in Africa, starting off with Kenya and eventually reaching out to other countries in Eastern Africa. Our move in Africa is part of our global expansion plan and also demonstrates our long-standing commitment towards providing our subscribers with world-class apps, solutions and services."

Founded in 1998, Info2cell.com is the first provider of value-added mobile phone services in the Middle East. The company has access to over 40 GSM operators and more than 100 million mobile subscribers across the MENA region, and is regarded as one of the leaders in mobile

applications development. Its mobile messaging technology is capable of delivering various SMS, MMS, WAP, IVR, video, ring-tone, picture messaging, animation and gaming services via various platforms including iPhone iOS, J2ME, Android and BlackBerry OS.

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