



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Etisalat, one of the World's Leading Telecom Operators,  
Launches YuuZoo's Customized e-Commerce Portal for the SME  
Sector in Africa's Largest Market Nigeria**

***"SME Arena" Provides a One-Stop Portal to Nigeria's 182 million  
Population***



*(Left to Right): Dr. Dikko Umaru Radda, DG/CEO, SMEDAN; Matthew Willsher, CEO of Etisalat Nigeria; Mohan Das, head, Global Business Operations, YuuZoo Corporation, and Uzoma Dozie, group managing director, Diamond Bank Plc, during the launch of SME Arena by Etisalat Nigeria in partnership with YuuZoo Corporation.*

**Key Highlights:**

- *Etisalat, one of the world's leading telecom operators with one of the largest market capitalisations in Africa and the Middle East, has*



*on August 10<sup>th</sup> 2016 in Nigeria, the largest market in Africa, launched a new e-Commerce platform “SME Arena”, developed and managed for Etisalat Nigeria by Singapore’s YuuZoo Corp*

- Through the partnership, YuuZoo gains prime access to the booming e-Commerce and social networking market in Nigeria, with a specific focus on the huge SME market*
- SME Arena is a brand new social and e-Commerce platform which allows small and medium-sized enterprises to showcase their products and interact with customers and business partners*

**Singapore, 11 August 2016** – Singapore-based YuuZoo Corporation Limited (“YuuZoo” **SGX: AFC**), one of the world’s first third-generation social e-Commerce company today announced the launch in Nigeria, Africa’s largest market with a population of 187 million<sup>1</sup>, of a revolutionary new social e-Commerce platform for the SME sector, “SME Arena”.

Built and managed for Etisalat Nigeria, the fully owned Nigerian subsidiary of UAE-based Etisalat, the Middle East’s leading telecommunications operator and also one of the fastest growing telcos in Africa, the YuuZoo-Etisalat partnership forms a strategic collaboration between two viable business entities growing their online and mobile e-commerce and social networking businesses together in Africa. YuuZoo’s business strategy is to provide complete turnkey platforms that offer e-commerce, social networking and entertainment to partners with large customer bases. By working with partners who not only have a large ready customer base, but also localization and marketing abilities, a steady and growing stream of recurring revenue can be generated from e-commerce, advertising, gaming and payments within the platform. Telecommunications operators as well as media companies with large existing user bases are ideal partners. SME Arena leverages Etisalat’s current user base of 24 million Nigerian subscribers as well as Nigeria’s 187 million strong population. SME Arena will enable YuuZoo to start generating recurring cash revenue from e-commerce, advertising, game revenue and payments in Nigeria. YuuZoo expects this revenue to be significant in view of the strong marketing planned by Etisalat.



The timing for the launch is perfect, with the Nigerian market for e-commerce and social networking growing very rapidly. As of 2015, there are 82.19 mobile subscriptions per 100 people in Nigeria<sup>2</sup>. The total number of mobile cellular subscriptions in Nigeria numbers an impressive 150.83 million<sup>3</sup>. Nigeria also has the highest mobile internet traffic against total web traffic ratio in the world, at 82% of the total web traffic as of the 1st quarter of 2016.<sup>4</sup> Against this backdrop, YuuZoo and Etisalat are poised to transform the digital landscape in Nigeria by opening up the doors of social e-commerce to a huge emerging market hungry for new products and services.

SME Arena ([www.smearena.com.ng](http://www.smearena.com.ng)) is built and managed by YuuZoo and will from today be heavily marketed in Nigeria by Etisalat. SME Arena is the first portal in Africa to combine social networking, e-commerce, an online business directory and entertainment, forming and offering consumers an exciting and new user experience.

SME Arena helps small & medium-sized businesses in Nigeria drive networking, profitability and brand awareness through:

1. Community: Get Social with one's business. Under the Community feature, vendors have access to targeted social networks and both vendors and users are empowered via direct interaction with each other. Users can interact and socialise with people who share common interests. Through common interest networks, SMEs are able to build their business by sharing industry intelligence.
2. Marketplace: SME merchants can choose to open a store and sell their products on the online marketplace. The marketplace also supports merchants by offering delivery of the products for the merchants.
3. Directory: The Directory allows business to be listed on SME Arena for free. This feature helps SMEs expand their client base and gain increased awareness for their businesses.



Speaking of YuuZoo's exciting new venture with Etisalat, **YuuZoo CEO, James Sundram said**, "YuuZoo is excited to be the first Singapore-based company to in a significant way engage in the booming Nigerian e-commerce market. We are deeply honored that Etisalat, one of the world's leading telecommunications operators, has chosen us to be their trusted technology and solution partner for their new massive social e-commerce launch. Working with Etisalat gives us first-hand access to their huge database of 24 million subscribers. Instead of starting from scratch in a new faraway market, we can concentrate our efforts on building exciting new solutions which Etisalat, through their massive reach, will market to Nigerian consumers. SME Arena provides an exciting new service to many Nigerians, who now can source and purchase a wide array of products online at their convenience. In the 2<sup>nd</sup> half of 2016, YuuZoo will continue to roll out more initiatives that were previously announced to propel the growth in e-Commerce revenues."

Matthew Willsher, CEO of Etisalat Nigeria who also spoke about SME Arena, described it as a convergence of social experience and e-Commerce.

"At Etisalat Nigeria, we pride ourselves as the most SME-friendly telecommunications company in Nigeria. Our commitment to the development and growth of small and growing businesses in Nigeria led us to create several platforms that enable budding entrepreneurs to thrive. The market place is an Arena of sorts, and in today's world, trade goes on at a fast pace. This is why we strongly believe that platforms such as the SME Arena is important in the improvement and growth of small and growing businesses," he said.

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## **ABOUT ETISALAT**

Etisalat ([www.etisalat.com](http://www.etisalat.com)), is a multinational UAE based telecommunications services provider, currently operating in 15 countries across Asia, the Middle East and Africa. It is one of the top 20 mobile network operators in the world, with a total customer base of more than 150 million and a market capitalisation of over US\$30 billion. Etisalat offers a wide range of mobile communication services for both B2B and B2C markets. In Nigeria, it is famous for the innovative "0809" campaign which enabled Nigerians to



choose their own mobile numbers. It holds the local rights to *Nigerian Idol* and is the official partner of FC Barcelona and *Africa's Next Top Model*. The company enjoys a sterling reputation for customer service and is the only telecommunications operator in Nigeria that continually exceeds all the quality benchmarks set by the local industry regulator, Nigerian Communications Commission.

## **ABOUT YUUZOO**

Headquartered in Singapore and listed on the SGX mainboard (SGX: AFC), with access to over 118 million registered users in 164 countries, YuuZoo uniquely combines social networking, e-Commerce and gaming in a mobile-optimised, fully localised tribal marketplace, where the consumer can access hundreds of tribal social networks, shops and entertainment through one single login. YuuZoo grows its international business through a network of franchisees and partners. The network currently covers 68 countries.

To see YuuZoo's tribal marketplace, log into: [www.yuuzoo.com](http://www.yuuzoo.com).

For more information about YuuZoo, please log on to: [www.yuucorp.com](http://www.yuucorp.com)

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*Reference(s)*

<sup>1</sup>Source: Nigerian High Commission Singapore <http://www.nigeriahc.sg/nhc/>



<sup>2</sup>Source: ITU "Mobile cellular subscriptions per 100 inhabitants in Nigeria from 2000 to 2015"  
<http://www.statista.com/statistics/509614/mobile-cellular-subscriptions-per-100-inhabitants-in-nigeria/>

<sup>3</sup>Source: ITU 2000-2015 "Number of mobile cellular subscriptions in Nigeria from 2000 to 2015" © Statista 2016  
<http://www.statista.com/statistics/501044/number-of-mobile-cellular-subscriptions-in-nigeria/>

<sup>4</sup>Source: StatCounter; We Are Social "Mobile internet traffic as percentage of total web traffic as of 1st quarter 2016, by country" © Statista 2016  
<http://www.statista.com/statistics/430830/share-of-mobile-internet-traffic-countries/>