

# Kaymu Celebrates #3YearsofChoice on its Third Anniversary



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AFRICA INTERNET GROUP

Summary **February has marked Kaymu's third year as a powerful player in the ecommerce ecosystem of Nigeria and Africa at large. This month was filled with initiatives that spoke to Kaymu's commitment to the community.**

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Details February 29th, 2016 - February has marked Kaymu's third year as a powerful player in the ecommerce ecosystem of Nigeria and Africa at large. This month was filled with initiatives that spoke to Kaymu's commitment to the community. Throughout the month, Kaymu merchants have offered exclusive deals on historically top-selling products. Earlier this month, the Kaymu team honored International Childhood Cancer Day by gathering donations of toys and clothes and spending the day with the children at the pediatric oncology ward at LUTH.

Last week, Kaymu revamped its desktop site, not only improving the user experience through an incremental increase in the speed of the Page Load Time, but also in the features that differentiate Kaymu as a social marketplace. The new desktop site is optimized for buyers and sellers to communicate, keep up with new product releases and exclusive deals, and experience a fusion between a social network and a traditional marketplace.

Commenting on the decision to celebrate #3yearsofchoice, Kaymu Nigeria's Managing Director Sefik Bagdadioglu said, "Since its inception, Kaymu has created so much access and opportunity. For the young emerging entrepreneur, Kaymu has fostered a dream to strive for more, to grow a business, to leverage on the growth in internet penetration. We have influenced the lives of over 50,000 merchants since launching in 2013. In parallel, this has enabled us to create an incomparable amount of choice for our buyers, whether in terms of assortment or price point. Kaymu is truly for everyone and this is why we're celebrating three years of choice."

In line with the celebrations, Kaymu has shared an infographic highlighting the brand's milestones and some insider facts about the company's trajectory over the last three years.

Images



## About AFRICA INTERNET GROUP

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.