

JOVAGO Unveils Redesigned Website and Logo

Jovago.com launches its new official website more adapted to customers and aimed at easing and increasing customer satisfaction.



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AFRICA INTERNET GROUP

Summary **Africa's N°1 hotel-booking website, Jovago has unveiled its new website after consultation and feedback from customer base. This updated look of the website is channeled towards the Jovago customer - making their user experience as simple and uncomplicated as possible.**

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Details **Lagos, March 24, 2015** - Africa's N°1 hotel-booking website, Jovago.com has unveiled its new website after consultation and feedback from customer base. This updated look of the website is channeled towards the Jovago customer - making their user experience as simple and uncomplicated as possible.

A NEW REFRESHING DESIGN...

The upgraded website features a neater and more engaging design, a more coherent interface which renders the process of search and navigation more hassle-free. Consider the new look a virtual facelift, Paul Midy - CEO of Jovago says: *"This is a step in making our website and logo more professional, reliable and simple in line with our brand values... We are transforming from a nice childish start-up to an approachable and reliable company worthy of the trust our customers invest in us..."*

Big pictures on the homepage which immerse the customer into Jovago's universe depicting permanent access to 20 000 properties in Africa and 200 000 around the world, portrays a complete visual revolution.

The design layout has been modernized, a pure and refined style which gives the best experience for booking hotels providing the right content, news and visuals, hence greatly improving readability.

A RESONATING LOGO...

Without overly changing the former logo which resonates with all customers, more professional. More attention is paid to the font to ensure that the brand name and identity is not compromised, ensuring that the right message is passed across to our customers.

This user-friendly website is more adapted to the Jovago customer and has even greater accessibility, it can now be accommodated on mobile browsers like the Opera Mini demonstrating a higher compatibility with contemporary mobile devices which are constantly evolving.

About Jovago

Jovago.com is an online hotel booking service with offices in Lagos (Nigeria), Nairobi (Kenya), Dakar (Senegal) founded by Africa Internet Group and has MTN and Millicom as investors. Jovago.com, Africa's No.1 booking portal, facilitates the booking process for its users to provide them with the best hotel booking experience with fast, transparent and easy-to-use services.

Jovago.com has over 20,000 local hotel listings across Africa and over 200,000 hotels around the world.

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About Africa Internet Group

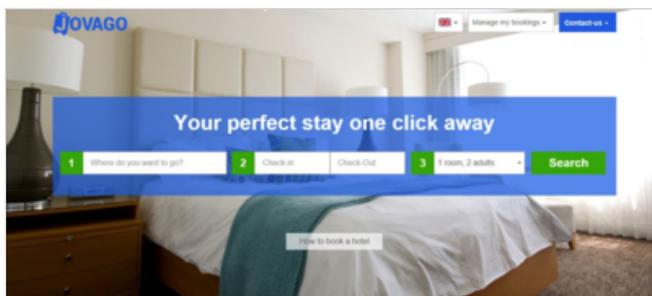
Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Firmly rooted in Africa's startup ecosystem, the group 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.

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