

# Jumia to partner with MTN for free internet in Nigeria

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AFRICA INTERNET GROUP

Summary **Jumia, in partnership with MTN has unleashed a Zero Rate App for all subscribers of the telecom giant to enable customers shop confidently and conveniently without data charges.**

Spokesperson

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Details **Lagos, 6th October 2015** – In order to reduce data costs and boost e-commerce in Nigeria, Jumia, leading online shopping destination in Africa, launched its free internet service with MTN, Africa's leading cellular telecommunications company. The move means it won't charge users of its mobile network for the data they consume while using the Jumia app.

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According to Google Africa, 76% of its users access Google via their mobile device. « The figure for Jumia is quite similar with 70% of users accessing Jumia on their phone – and a significant number through the app with 255% more app downloads on both iOS and Android in the first 6 months of 2015 than through the entire year of 2014. In order to provide the best customer experience, it is time for Jumia to make its services available for more people, anywhere at anytime », declared Nicolas Martin, CEO Jumia Nigeria.

The greatest barrier to extending internet mobile access in Africa is the cost of data. In Lagos, one gigabyte of data on mobile networks—the only means of accessing the internet for most—is about \$12. With this in mind, Jumia has been rolling out initiatives to bring down the cost of connectivity to provide people with full access to online shopping through jumia.com without data charges.

« We are proud of this new partnership with MTN that will lead to an increasing value for our customers. We believe that a better internet access, and even more mobile, will foster economic development for both small businesses and Africa as a whole », further commented Nicolas Martin.

All through the year, starting today the Jumia app is free to download and surf on with over 150,000 products waiting to be selected. Android, Blackberry, and iOS smartphones can now browse the Jumia website via the Jumia mobile app with absolutely no data charges. Other sites available through the app include Jovago, Africa's leading hotel booking online platform and Kaymu, #1 online shopping community in Africa.

## About JUMIA

JUMIA is Africa's leading online shopping destination. Customers across the continent can shop amongst the widest assortment of high quality products at

affordable prices – offering everything from fashion, consumer electronics, home appliances to beauty products. JUMIA was the first African company to win an award at the World Retail Awards 2013 in Paris as the “Best New Retail Launch” of the year.

### **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.

Relevant links  [Africa Internet Group](#)

Images



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