

MIA LAUNCHES XIAOMI SMARTPHONES IN NIGERIA THROUGH ONLINE PARTNERSHIP WITH E-TAILER JUMIA



Redmi 2 and Mi 4 available from the second week of November

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AFRICA INTERNET GROUP

Summary **MIA Group today announced that it is launching two of Xiaomi's iconic smartphones in Nigeria, which will be made available on e-commerce website Jumia, its exclusive online partner for the launch.**

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Details 11 November 2015 - MIA Group today announced that it is launching two of Xiaomi's iconic smartphones in Nigeria, which will be made available on e-commerce website Jumia, its exclusive online partner for the launch.

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Valued at \$45 billion, Xiaomi has now positioned itself among the smartphone giants of this world, becoming the world's fifth-largest smartphone maker in just five years. It creates high-quality smartphones with remarkable software at amazing prices.

MIA Group and Jumia well intend to take Nigerian consumers by storm in this market of immense opportunities: 30% of the 140 million phone subscribers in Nigeria own a smartphone, and smartphone sales for 2015 are expected to reach 12 million.

Jeremy Doute, CEO of Jumia Africa, expressed his enthusiasm regarding the partnership: "We have seen such a strong appetite for quality smartphones in Nigeria that we look very much forward to providing consumers with more high-end smartphone options at incredible prices".

Redmi 2 and Mi 4 will be introduced in the second week of November 2015 to Nigerian consumers through a dedicated shop mia.jumia.com on Jumia, and will sell for N29,000 and N56,000 respectively.

Tech fans and connoisseurs will surely appreciate Redmi 2 for its fully laminated 4.7-inch HD screen and 8-megapixel camera, which comes for an entry-level price. Xiaomi's flagship phone, Mi 4, has a gorgeous design with a precisely engineered stainless steel frame. It comes with a 5" IPS Full HD display that is incredibly sharp, a 13MP f/1.8 rear camera for beautiful pictures, and a front-facing 8MP camera for great selfies. With its excellent price-quality ratio, Mi 4 will surely appeal to users in Nigeria.

RJ van Spaandonk, President of MIA Group, the distribution group for Xiaomi in Africa stated: "We see Nigeria as a key country for smartphone growth and we are excited to be partnering with Jumia to offer consumers in Nigeria Xiaomi's high-quality smartphones at amazing prices."

Jumia's upcoming Black Friday on Friday the 27th of November, soon after

Xiaomi's launch on the e-commerce website, will very likely give the brand a tremendous head start in the game.

About MIA Group

After having represented key technology brands in Africa for over a decade, MIA Group was purposefully established by its principals to bring high-end, but keenly-priced, personal mobile technology within reach of most Africans, realising that affordable smartphones and associated accessories and services are a key driver for both personal wealth and wellbeing as well as economic growth on the continent.

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 in 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.