

Jovago now speaks swahili

Africa's N°1 hotel-booking website, Jovago.com has finally announced it has expanded its user-friendly and dynamic website with the incorporation of the Swahili language on its website.



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AFRICA INTERNET GROUP

Summary **Africa's N°1 hotel-booking website, Jovago.com has finally announced it has expanded its user-friendly and dynamic website with the incorporation of the Swahili language on its website.**

Spokesperson

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Details **November 12, 2015** – Jovago is proud to announce the addition of the Swahili language in its newly-improved and user-friendly website. This new development would allow over one hundred million more Africans to easily access the Jovago website and carry out transactions.

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Swahili, the newly added language makes the Jovago website even more accommodating of the African continent. Research shows that Swahili speakers have increased from 5 million people in 2007 to 15 million in 2012. This five-year assessment shows the tenacity of the language and its increasing emergence within a short period.

First made available in French and English, further developments were made on the website to make it more inclusive and accessible to all, this started with the addition of the three major Nigerian languages (Hausa, Ibo, Yoruba) on website granting a chunk of Africa's most populous nation all-round access to the Jovago platform. These available translations were also supported by the provision of customer support in local languages.

With a presence in strategic cities spread across Africa, Jovago aims to take a more active role engaging with the locals and supporting the local multicultural community. This new inclusion showcases the value that the company places on the needs of the customers and the drive to engage with all our east african customers over multiple social media platforms without any language barriers.

"We are proud to announce the inclusion of the Swahili language, this is a step towards our goal of customer satisfaction and language localization" stated CEO Paul Midy "as the leading hotel booking website in East Africa, we should speak its most popular language. At Jovago.com, we are passionate about the needs of the customers with this in mind, we bring our creativity and innovation to the table so that our users can have a personal touch to our services even though the transactions are carried out online."

With the Swahili option now made available on the website, Africans native to Tanzania, Kenya, Burundi, Rwanda and Uganda amongst others can have access to Jovago services in their local languages. In this bid to expand the

reach on Africa and boost customer relations, plans are being made to include the amharic language which is a major language of Africa's 2nd most populous country - Ethiopia.

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 its 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.

About Africa Internet Group

Africa Internet Group introduces and accelerates the online shift in Africa – for its people and its culture. It is committed to running successful and vibrant internet companies which boost the evolution of African online culture. AIG is the parent group of nine successful and fast-growing companies in more than 26 African countries, accounting for over 3,500 staff. AIG cares about entrepreneurship and brings together all the key elements required to build great companies: team, concept, technology and capital. Its network of companies includes JUMIA, Kaymu, Hellofood, Lamudi, Carmudi, Zando, Jovago, Lendico and Easy Taxi.

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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.

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