



Mdundo starts partnership with Vodacom Tanzania

4.1.2021 13:59:00 CET | Mdundo.com A/S | Company Announcement

Partnerships with telecommunication companies across Africa is an important part of the realisation of Mdundo's growth strategy and after a successful technical integration Mdundo and Vodacom reaches 5,000 paying beta-subscribers in December 2020. Mdundo expects that the agreement between the parties will be signed in January 2021. Vodacom Tanzania is the biggest telecommunication company in Tanzania with approximately 15.5m mobile subscribers.

Copenhagen, 4th January 2021

In addition to Vodacom's large subscriber base the partnership is particularly interesting as it allows for easy collection of payment for Mdundo premium subscriptions and the partnership is expected to be the proof of concept to develop further agreements within Africa. The agreement with Vodacom Tanzania is expected to be the first of several partnership agreements in 2021. The company recruited as of 1st of December 2020 Patrick Sambao as Head of Telco Partnerships and Mdundo has in a short period of time experienced a significant strengthening of the pipeline.

"We are experiencing a solid partnership interest from the telecommunication companies in all of Mdundo's focus countries and the telecommunication companies are very interested in Mdundo's strong content-offering, which is tailor made to the African consumer" says Patrick Sambao, Head of Telco Partnerships at [Mdundo.com](https://mdundo.com) A/S.

The company assess that the recruitment of Patrick Sambao, as Head of Telco Partnerships, is an important element of creating valuable partnerships with current and new partners and users across Africa. Based on Patrick's vast experience from the Telco industry, he and the rest of the Mdundo team will continue to deliver valuable and innovative digital content solutions targeted at the African consumer.

Outlook:

The management has earlier communicated an expectation of entering into a partnership agreement with a telecommunication company in 2020 and Mdundo therefore still expects a growth of 140% in revenue from the financial year 2019/20 to 2020/21, and that the number of monthly active users will increase with approximately 70-80% to 8.5-9.0m in June 2021 and furthermore with approximately 100% to 18m in 2022.

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About Mdundo.com A/S

Mdundo is a leading music service for Africa with millions of people streaming and downloading music from our app and website every month. We aim to provide Africa's millions of internet users with easy access to music whilst contributing structure, legality, and income to the sector. More info: <https://mdundo.com/>

[Mdundo.com](https://mdundo.com) A/S

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Attachments

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