



Mdundo and SportPesa sign 1-year advertising partnership deal in Tanzania

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This announcement contains inside information. SportPesa Limited is a leading entertainment and sports betting brand with operations across Africa, the partnership with Mdundo.com guarantees strong brand visibility throughout the upcoming football season within Mdundo's 8.7m monthly unique users. The partnership, valued at \$100,000, illustrates the increasing number of long-term advertisement partnerships established by Mdundo with pan-African consumer brands co-creating long-term commercial value for both parties. The deal supports Mdundo's expectation of an increase in revenue in 2021/22 of +300% compared to last financial year ending June 2021.

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The brand solution team at [Mdundo.com](https://mdundo.com) has over the last year further established itself in key commercial territories, Kenya, Tanzania, Nigeria, Ghana and Uganda and as a result successfully executed campaigns with top brands such as Standard Chartered Bank, Nivea, 9mobile, Safaricom, Coca-Cola, Guinness, Airtel, Vodacom, Carrefour Supermarket and various Diageo brands across the continent.

Head of Brand Partnerships at [Mdundo.com](https://mdundo.com), Rachel Karanu, says "Creating commercial value for our brand partners is key to a long-term and sustainable partnership. SportPesa is an extremely innovative and forward-thinking brand with a strong focus on meaningful brand connections to drive results. We're looking forward to working with the strong marketing team at SportPesa".

SportPesa Limited has established a leading brand within Tanzania through a strong focus on data-driven marketing and channel-optimisation, a brand-strategy that is strongly aligned with Mdundo's Brand Lift Tool introduced earlier in the year. The tool provides consumer brands with real-time insights on brand performance within the Mdundo Audience allowing the marketing teams to continuously optimise campaigns and improve the returns of media investments.

SportPesa Chairman of Board of Directors Tarimba Abbas says "we are very excited to start working with [Mdundo.com](https://mdundo.com) on this project, considering with the successful campaigns of other strong brands we are expecting for excellent results during this fact-based campaign.

Outlook: Mdundo is expecting a total revenue of \$370,000 for the financial year ending June 2021 and a growth to \$1.5m for the current financial year ending June 2022.

About Mdundo: Mdundo is one of Africa's leading music services with 8.7m monthly active users as of June 2021. Mdundo works with more than 100,000 African musicians directly signed to the platform and has licensing agreements with major international and pan-African record labels and distributors like Warner Music Group, Believe Digital & Tunecore, Africori among others.

About SportPesa: SportPesa Limited is a leading entertainment and [sports betting](#) brand with operations in Tanzania, Kenya, [South Africa](#), [Ireland](#), the [Isle of Man](#), and the [UK](#). SportPesa currently has sponsorship deals with Simba SC and Yanga SC, the leading teams in the Tanzania Premier League and Namungo FC. Since it started its operations in 2017 SportPesa Tanzania has hosted historical events like SportPesa Cup, Everton in Tanzania, Sevilla in Tanzania, Coaches to Count On, and Kits for [Africa.in](#) 2017 SportPesa Tanzania has hosted historical events like SportPesa Super Cup, Everton in Tanzania, Sevilla in Tanzania and Kits for Africa.

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

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Attachments

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