



 yoba

#madeinafricafortheworld



Made in africa For the world

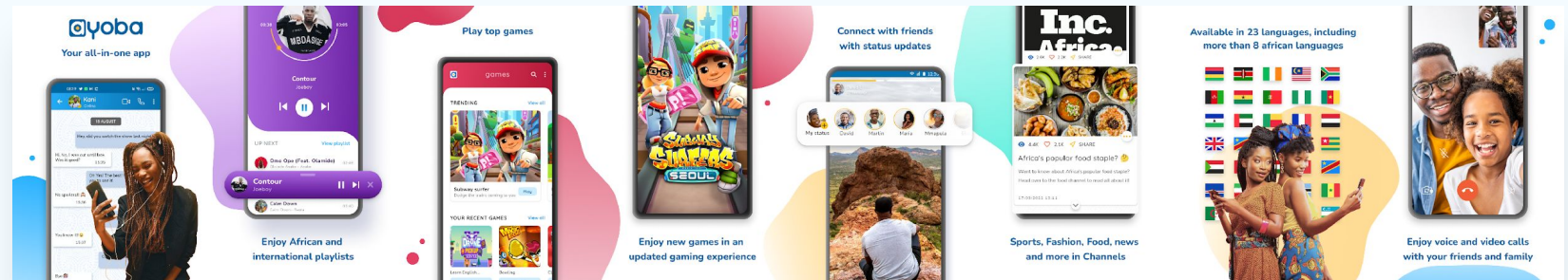


Ayoba, Africa's leading SuperApp (all-in-one app) was developed in Africa for Africa and the world. Available in various African languages, our platform recognizes the heritage and cultures across the continent; bringing users a unique localized app experience while accessing relevant content.



We are **more than** Just a messaging app.

Ayoba is more than just an app, it's a SuperApp that empowers Africa. The platform is an experience; it connects people while also allowing them to access various services such as online shopping, online education and hyper local content.



also available on



TRANSSION

TECNO
mobile

SAMSUNG
Galaxy Store



Vision | Ambition



Ambition 2025
100M MAU



Partnership with
MTN
Territories

ayoba.me



Reasons to use ayoba



Free to use:

Enjoy ayoba with your free data on the MTN network every day.



Everyone receives your message:

With its unique feature, ayoba delivers your message as an SMS message to someone who hasn't started using ayoba yet or is on a basic phone allowing you to chat with everyone through ayoba.



Listen & play:

You can also listen to music or play games in ayoba. Find your favorite songs in our playlists and games updated weekly, free to access.



Access day-to-day services

Access day-to-day services through our Micro-Apps feature which allows you to access various services without the need to use multiple platforms. Shop online, access educational services and information through our all-in-one app. More services to come.



Secure:

Your messages are end-to-end encrypted. It means that your messages in a conversation cannot be read by anyone else.



Channels:

Free access to content in a variety of languages across diverse categories ranging from news, sports, fashion, music, education to entertainment and much more.

“We adopt new techniques,
embrace new trends
and seek new opportunities.”



What makes us so **popular** >>>

Free data for MTN users

Secure communication with E2E encryption

SMS continuity

More than messaging: Listen to music, play games, access content and Micro Apps

Support and Content in more than 8 African languages

Micro Apps

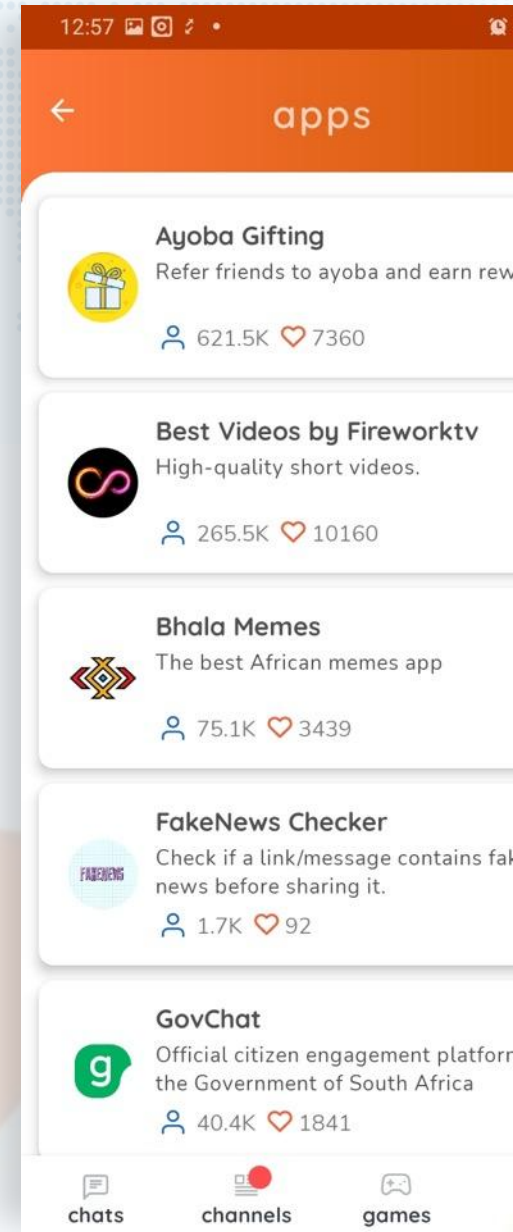


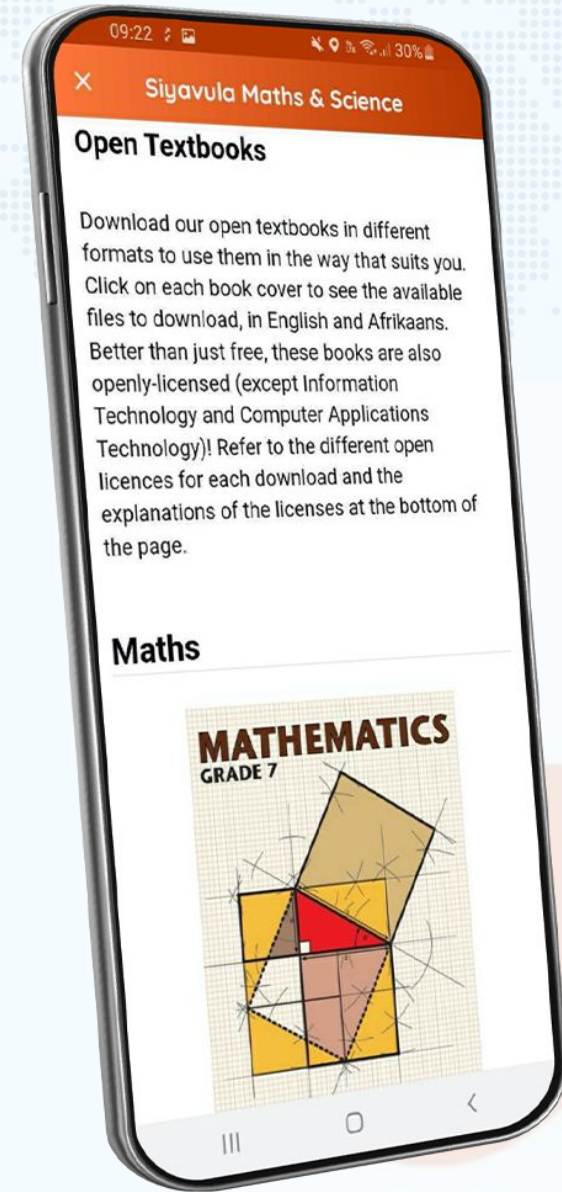
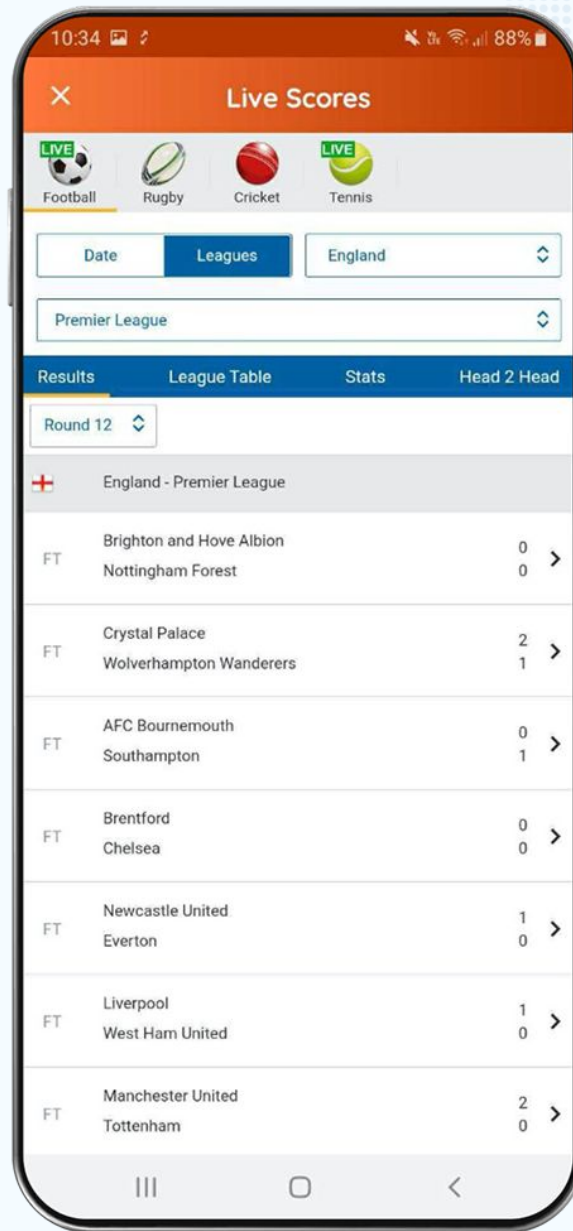
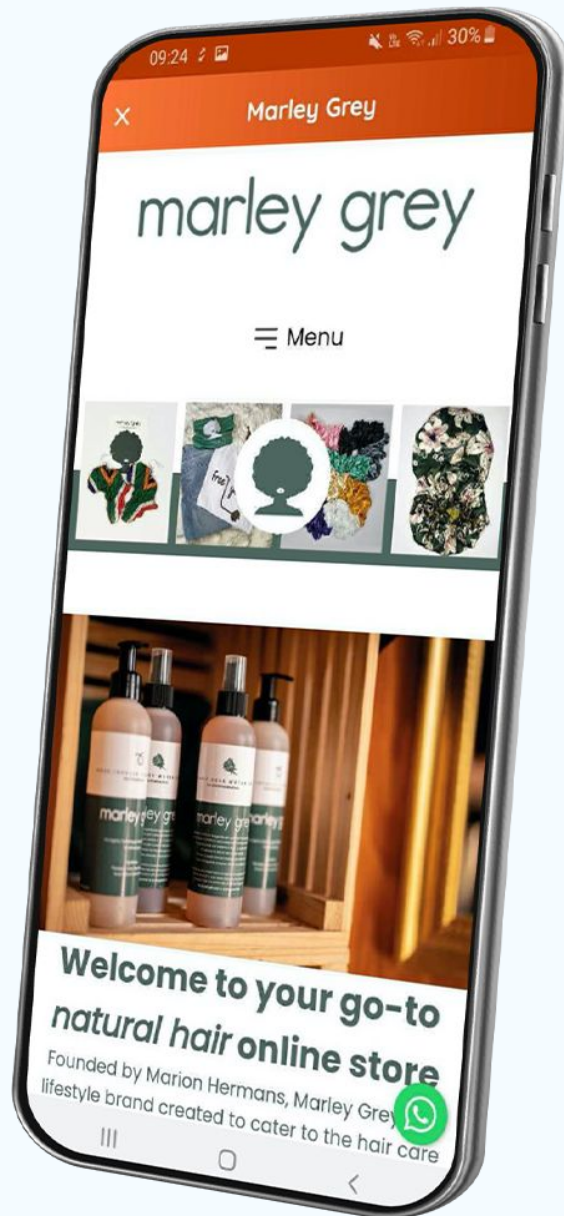
Ayoba MicroApps are HTML5 / PWA web applications running in a webview - they function as independent “apps” within the main ayoba app. MicroApps are zero-rated for ayoba users through an ayoba proxy. The MicroApps are built and hosted by the developers
Ayoba has built and exposed a set of APIs which MicroApps can integrate to provide a more seamless user experience.

Why develop an ayoba MicroApp?

- Access to 10m+ active users already on the platform
- Ability to leverage ayoba’s zero-rated infrastructure, allowing the provision of free services for millions of Africans.
- High level of flexibility and control over the user experience
- No need to develop and maintain separate, native android or iOS apps.

Our APIs provide an opportunity to simplify user experience and leverage messaging functionality.
Technical support for developers on the developer portal (developer.ayoba.me) including API documentation, debugging tools and guidelines & best practices.





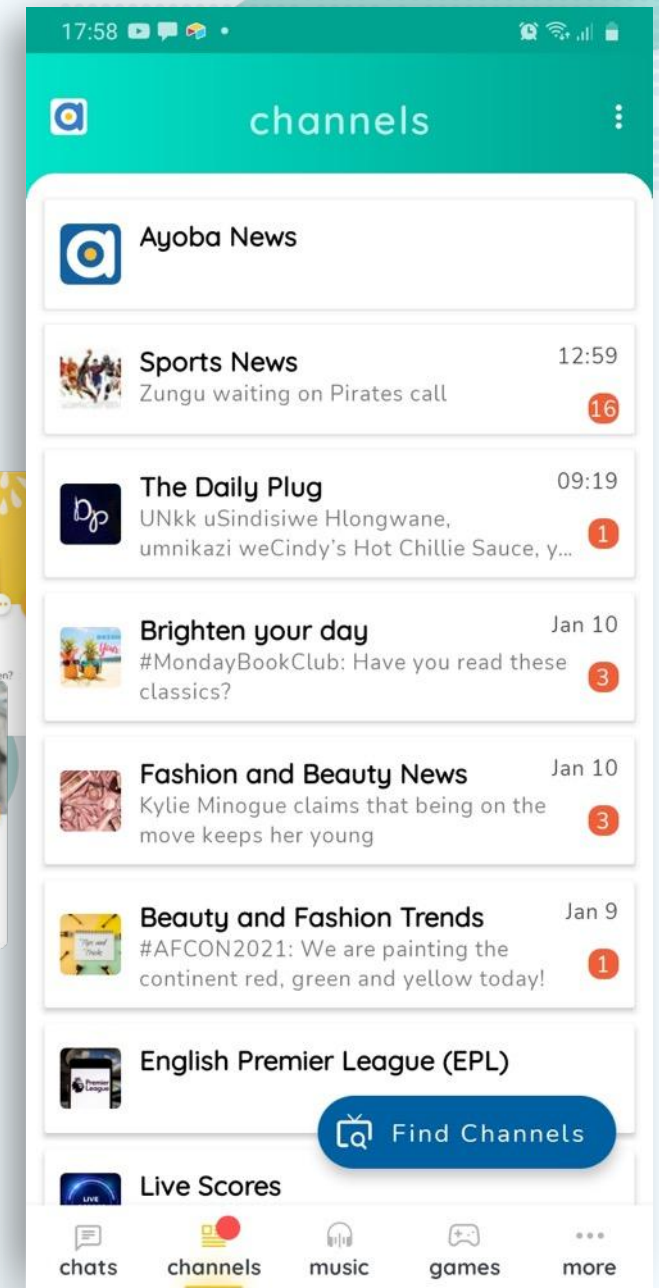
Channels

Main objective of Channels is to serve hyper-localized content. We are working with content providers to further enhance the offering by onboarding partners that entertain, educate and empower our users and by developing simple, intuitive user experience for discovering and consuming content.

We are enabling local content publishers to contribute and grow the ecosystem and find a larger audience for their work, by developing:

- scalable tools and processes to onboard partners
- easy to user interfaces for publishing content, access to content metrics.

We currently have 190 live channels in 8 categories in channels ranging from Sports, News, Music & Artists, Health & Fitness, Careers, Education, Fashion & Beauty and Entertainment.



Music + Games

Music in ayoba is a music service offering local and international playlists based on charts, moods, genres & trends.

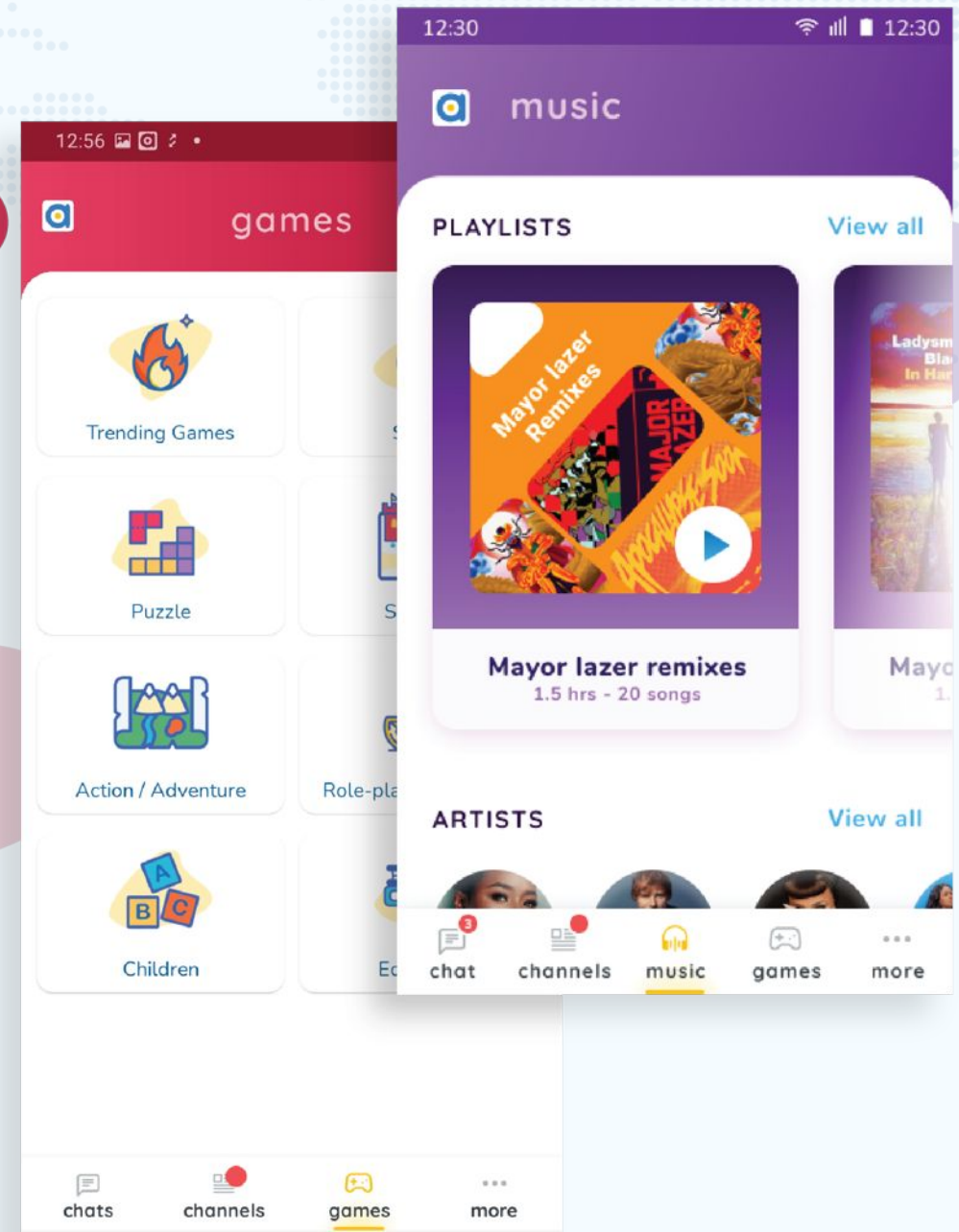
The playlists are locally curated according to the trends in specific countries and regions. The playlists are updated on a daily basis with relevant content.

Artists & Labels are also encouraged to create their own channels on ayoba with the opportunity to post editorials, videos, playlists and polls to further engage with their audience.

Games

Ayoba has around 200 HTML games currently available on the platform. The games are hosted by the developers but are zero-rated for ayoba users.

More advanced partner games will be launched in the premium category in early 2022. We have built and exposed a set of APIs which game developers can integrate with and use to improve the user experience of their games through, for example, leaderboards.



How can you be part of the success story

Channels and Micro Apps

Create your channel or publish your micro app easily in Africa's super app.
Be part of the ecosystem and benefit from the growth potential from the beginning.
Reach millions of users in different countries.
Utilize platform features to create customer base and revenue.

Focus areas:

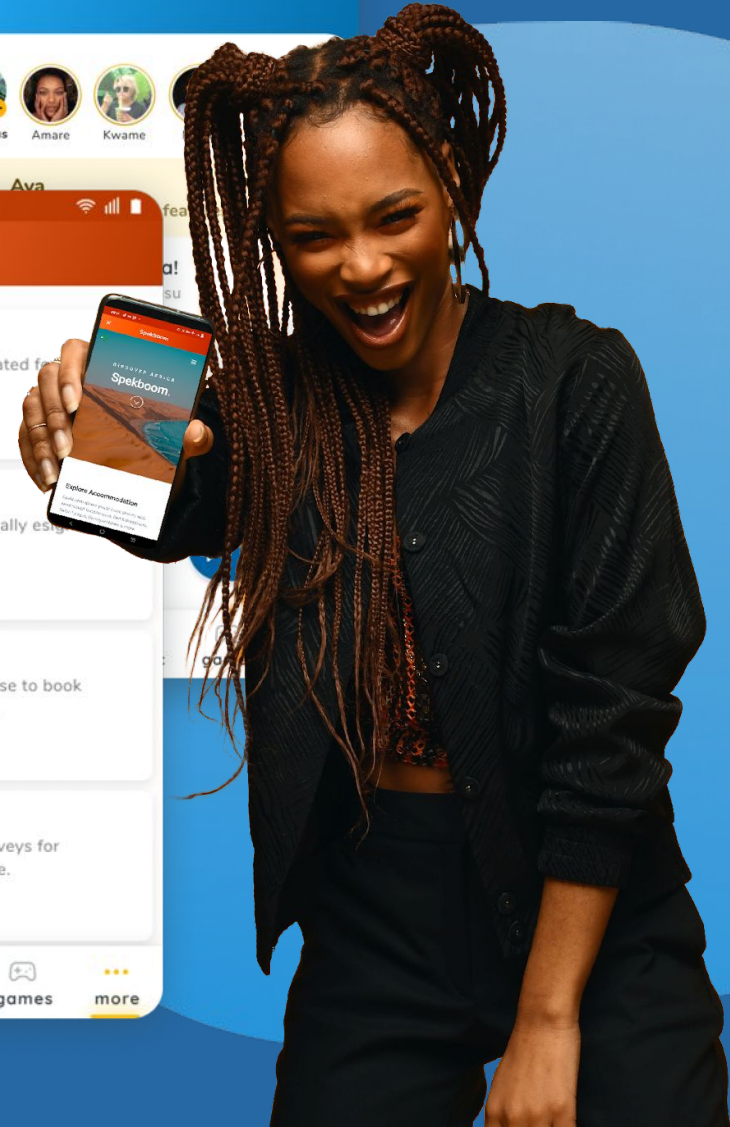
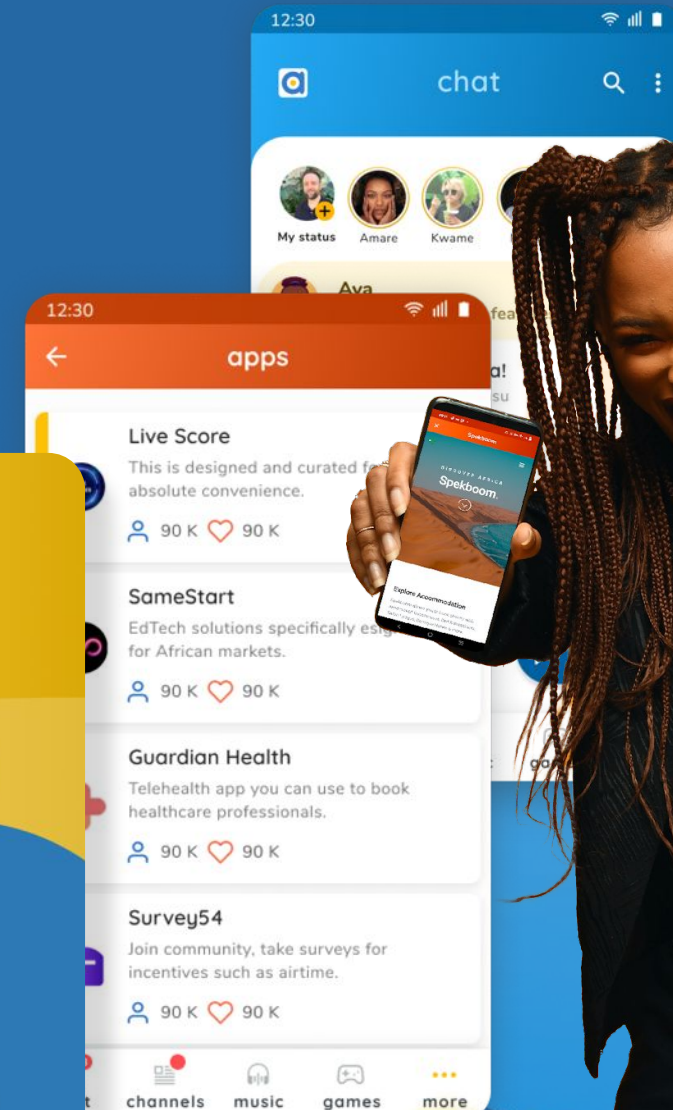
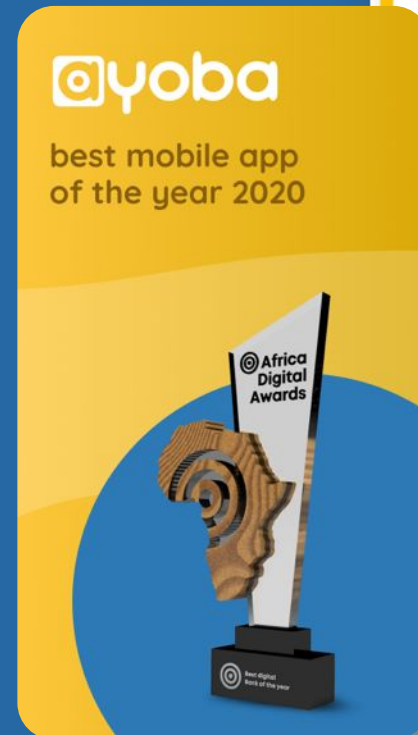
“Education”
“Entertainment”
“Empowerment”

OEM partnerships

- Host ayoba app in your store
- Partnership campaigns

Community Partnerships

Create groups on ayoba





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email: marketing@ayoba.me



ayoba.me

