

**FOR IMMEDIATE RELEASE**

**YellowDot Africa opens office in Kigali, Rwanda**

*Kigali, Rwanda, January 2016* – YellowDot today announced the opening of their office in Kigali, Rwanda. The expansion of YellowDot to Rwanda, gives the company presence in 8 African countries.

With the opening of the first office in Rwanda, YellowDot is further investing in its strategy to grow locally and regionally in Africa. ‘We are excited to offer our services to customers in Rwanda’ says Noy Hazan, CEO of YellowDot Africa ‘Initially we will start working with MTN Rwanda. Customers will be able to subscribe to a variety of our offerings such as beauty, finance and health tips, micro insurance subscriptions and more.’

Rwanda has seen a tremendous increase in mobile phone penetration over the last five years according to the National Institute of Statistics in Rwanda. In Kigali 79.6 per cent of the households own a mobile phone.

For more information, please contact:

YellowDot Africa PR Team

[info@yellowdotafrica.com](mailto:info@yellowdotafrica.com)

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**About YellowDot**

YellowDot Africa is one of the largest mobile application and service providers in Africa. Established in 2013, YellowDot currently serves customers in 8 African countries including Cameroon, South Africa, Nigeria, Benin, Republic of Congo, Swaziland, Guinea and Rwanda. Some of the largest Mobile Telecommunications Providers in Africa like MTN and Gloworld are currently working with YellowDot. YellowDot’s wide range of services includes RBT offerings, language learning, beauty and finance information and much more.

**Additional Information**

YellowDot International LTD

Po Box 651725 2010

Benmore Johannesburg

[www.yellowdotafrica.com](http://www.yellowdotafrica.com)

[info@yellowdotafrica.com](mailto:info@yellowdotafrica.com)

[www.yellowdotafrica.com](http://www.yellowdotafrica.com) [info@yellowdotafrica.com](mailto:info@yellowdotafrica.com)

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