



Matamba Anonaka Technology Holdings Subsidiary (Starfish Mobile) Launches Gikko Mobile Content Services With Telecel Zimbabwe

Matamba Anonaka Technology Holdings announced today that it launched its first wave of Gikko branded SMS based content services in conjunction with Telecel Zimbabwe.

The first services launched allow Telecel users to request SMS content from a variety of categories including love and flirt texts, bible verses and inspirational messages.

The second wave, expected towards the end of October, will be a trivia quiz game based around the on-going English football season, which will allow participants to accumulate points, with prizes going to those with the highest number of points at the end of the season.

All current services are based on Mobile Originating technology, which means subscribers request each piece of content on an as and when required basis, but later in the year, seven day subscription services will become available, whereby a single request will generate 7 days' worth of content automatically.



Winston Taylor, custodian of the Gikko brand and driving force behind Starfish Zimbabwe had this to say. “It has taken a while to get to this point, but working in conjunction with Starfish Mobile International and team Telecel, we are delighted to now have the services up and running. Mobile Value Added Services (VAS) are an increasingly important segment of the mobile value chain, and our technology enables us not only to be the premium content supplier in Zimbabwe, but to also offer comprehensive marketing, promotion and audience participation services via sms.”

Zimbabwe has been some way behind the rest of the world with regards to VAS, and a crucial aspect of any content service is the availability of local content. Starfish Zimbabwe recognises the importance of the content mix and has actively been developing its sources for local content and will soon be offering these additional elements to Telecel subscribers, also under the Gikko brand.

Obert Mandamike, Marketing Director of Telecel Zimbabwe commented, “At Telecel we fully recognise the importance of new and relevant revenue streams that not only benefit us as the network operator, but fulfil the desires and aspirations of our valued subscribers. In Starfish, we have found an innovative and professional partner who we believe represents all that is good and attractive about the brand Telecel, and we are looking forward to developing this exciting area together.”



Gikko content services are activated by sending a keyword via sms to a Telecel shortcode, currently being charged at 10usc per message.

About MATHS

Matamba Anonaka Technology Holdings (MATHs) is the first and only technology focused Venture Capital Company in Zimbabwe, and was established in 2010 with the objective of developing Greenfield projects with proven existing technologies in identified market gaps and for making equity investments to re-capitalise once flourishing businesses.

MATHs is a transparent investment channel that can identify opportunities and professionally manage invested equity that will generate immediate cash flows from existing operations and invest in new projects in high growth areas.

About Starfish/Gikko

Starfish Zimbabwe is a joint venture between Matamba Anonaka and Starfish Mobile International.

In Zimbabwe the Company operates under the Gikko brand, which also incorporates bulk messaging services as well as the provision of marketing and promotional campaigns via till roll advertising, web-based management tools and deal of the day offerings.



About Telecel

Telecel Zimbabwe is currently the second largest mobile phone network in Zimbabwe , with more than 1 400 000 active subscribers.

It is jointly owned by Orascom Telecom Holdings (OTH) and Empowerment Corporation. Orascom Telecom Holdings, is a major international telecommunications company with interests in Europe, Africa, Asia, the Middle East and North America. Orascom recently merged with VimpleCom a leading operator in Russia , CIS, Ukraine and South-East Asia.

Because of this partnership of local and foreign investors and access to training opportunities locally and at other Telecel companies, Telecel Zimbabwe is well placed to keep abreast of the latest technology available internationally and apply it effectively to local conditions.

While, as a Zimbabwean company, it gives preference to local expertise in its recruitment policy, it is also able to make use, where necessary, of expertise from other Orascom subsidiaries.

It has been able to use this combined local and foreign expertise effectively to introduce new concepts to the mobile telecommunications sector in Zimbabwe and



bring down the costs of mobile phone communication to make it affordable to ordinary Zimbabweans.

Telecel Zimbabwe is committed to providing its customers with high-tech mobile phone products and services at an affordable cost.

It has put in place infrastructure to support an array of innovative value added services and invested substantial time and money refining its products and services to ensure they meet the diverse communication needs of the Zimbabwean market and of the highest international standard.

It is also in the process of expanding its network capacity by installing high capacity base stations in new places where previously there was no network coverage, particularly in the rural areas or where it was unsatisfactory.

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