



## MEDIA RELEASE

### All set for Econet 'Beyond the Phone' Expo

Zimbabwe's largest telecommunications company Econet Wireless Zimbabwe is hosting its inaugural Econet Expo from the 12<sup>th</sup> to the 14<sup>th</sup> of October 2015 at Harare International Conference Centre. The Expo, whose theme is "Beyond the Phone", is aimed at showcasing the company's new range of value-added services that are being introduced as Econet diversifies its revenue and product range.

Econet had long ago predicted the gradual decline in voice revenues and has been working behind the scenes to develop new unique services, some of which when launched will be the first of their kind in the region.

Econet CEO Mr Douglas Mboweni said the theme "Beyond the Phone" is part of Econet's goal of offering bundled services leveraging the unique Econet business model to give customers unparalleled value and convenience.

Mr Mboweni said despite the traditional revenue inflows declining due to maturity, Econet remains solid and is well positioned for future growth as it focuses on pioneering innovative products under the overlay services cluster to boost revenue, earnings and ensure sustainable business growth.

"We are proud to launch this inaugural Expo as we continue to ride on our massive infrastructure to roll out many value added services. Entrance to the Expo will be free therefore we invite all Zimbabweans to come and experience the future," said Mr. Mboweni.

"In line with our 'Inspired To Change Your World' goal we are providing platforms for people to communicate, transact, and transform the way they conduct their lives through connected lifestyle products, mobile financial services, content services and technology banking amongst others", added Mr Mboweni

In August 2013, Econet became the first mobile company in Zimbabwe to launch 4G LTE product and the service is now available across the entire Econet network to subscribers with LTE enabled handsets. With these products, Econet subscribers now enjoy among other benefits, uninterrupted live gaming, sharing of video chats and streaming of movies.

In another first, Econet recently extended its EcoCash service to South Africa with the launch the EcoCash Remittance South Africa, which will Zimbabweans in that country to send money home.

**For More information contact**

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