



## Press Release

### **Tigo offers free access to basic internet services through Facebook's Internet.org app**

- Move expected to promote internet adoption
- Access to internet through affordable smartphones offer from Tigo

**Dar es Salaam, October 29<sup>th</sup> 2014.** Today, Tigo announced that it is teaming up with Facebook to provide millions of Tanzanians with affordable Internet and free access to some basic online services through the Internet.org app.

Tigo is also offering customers the opportunity to purchase affordable smartphones, providing them with the best internet experience and free access to a number of educational, health, news and social communication sites via the Internet.org app.

The Internet.org app will be available on October 29, and Tigo subscribers will have access to: AccuWeather; BabyCenter & MAMA; BBC News & BBC Swahili; BrighterMonday; The Citizen; Facebook; Facts for Life (a UNICEF Product); Girl Effect; Messenger; Mwananchi; Mwanaspoti; OLX; Shule Direct; SuperSport; Tanzania Today and Wikipedia.

Commenting on the launch of the service today, David Zacharia, Tigo's Head of Data and Devices said, "Through our partnership with Facebook we aim to increase digital inclusion by encouraging even more Tanzanians to go online."

Zacharia further said this extended partnership by Tigo and Facebook would not only accelerate internet penetration in the country but would also open new socio-economic opportunities to the users in the fields of education, technology, and commerce.

A recent report by the Tanzania Communications Regulatory Authority (TCRA) shows that the number of internet users in Tanzania has increased from 7.5 million in 2012 to 9.3 million by June 2014 - equivalent to 18% penetration.

Tigo, through its owner Millicom, has worked with Facebook in both Tanzania and Paraguay to offer free access to Facebook.

"Today we are expanding our program with Tigo in Tanzania beyond just free Facebook to include access to a suite of basic services in health, education, communication, finance, jobs and local information. By providing more people with affordable access to technology and tools we

can accelerate the process of connecting everyone,” said Andrew Bocking, Product Manager, Internet.org, Facebook.

Tigo customers in Tanzania can access the Internet.org app through the Google Play Store, by visiting [www.internet.org](http://www.internet.org) on a mobile browser, via the Tigo portal, and through a bookmark on Opera Mini. The service works on smartphones and feature phones.

Internet.org is a Facebook-led initiative with the goal of making affordable internet access available to the two thirds of the world who are not yet connected and to bring the same opportunities to everyone that the connected third of the world has today.

Facebook's Internet.org app makes the internet more accessible through a set of free basic services - enabling people to browse useful content and websites without incurring data charges.

### **About Tigo:**

Tigo Tanzania is the leading innovative telecommunication company in the country, distinguished as a fully-fledged digital lifestyle brand. Offering a diverse product portfolio in voice, SMS, high-speed internet and mobile financial services, Tigo has pioneered innovations such as Facebook in Kiswahili, Tigo Pesa App for Android & iOS users, and East Africa's first cross-border mobile money transfer with currency conversion.

The Tigo 3G network guarantees the best services to its subscriber's in all regions across the country. Between 2013 and 2014 alone the company launched over 500 new network sites and plans to double its investment by 2017 in terms of coverage and additional capacity networks for deeper penetration in rural areas. With over seven (7) million registered subscribers to their network, Tigo directly and indirectly employs over 100,000 Tanzanians including an extended network of customer service representatives, mobile money merchants, sales agents and distributors.

Tigo is the biggest commercial brand of Millicom, an international telecommunications and media company developing the digital lifestyle in 14 countries with commercial operations in Africa and Latin America and corporate offices in Europe and the USA..

“SMILE, YOU'RE WITH TIGO”

**For further information about Tigo visit: [www.tigo.co.tz](http://www.tigo.co.tz)**

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