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# Press Release



**MILlicom**  
THE DIGITAL LIFESTYLE

## Millicom launches mobile education service EduMe in Africa and Latin America

**Stockholm, 9 July, 2014 – Millicom (Stockholmsbörsen: MIC), the international telecommunications and media company, announced today the launch of its EduMe English service, a low-cost mobile English language learning course that is available exclusively to Tigo’s customers in Rwanda by subscription or on demand.**

EduMe English is a new and unique way to learn English on any mobile phone, offering the student the opportunity to decide when and where to learn. EduMe English is the first product to be launched by EduMe, Millicom’s global educational service using mobile and internet technology to provide access to high quality education in Africa and Latin America.

Following the launch of EduMe English in Rwanda, EduMe English is due to launch in El Salvador and Tanzania in the coming months.

Additionally, EduMe Tutor, a phone- and Skype-based English language tutoring service, has been launched in beta mode in El Salvador with a live service following shortly.

EduMe will also launch an entrepreneurship course under its EduMe Business School brand to Tigo subscribers in Tanzania during the third quarter of 2014. The course is developed in co-operation with GSMA, the worldwide mobile industry body and will mark the introduction of the first purely mobile vocational business school in Africa.

EduMe English is developed by international experts in language learning and follows the Common European Framework of Reference for Languages (CEFR), the globally-accepted framework for language learning.

EduMe English combines listening, reading and speaking training through text lessons, quizzes and audio sessions where students select courses that gradually increase in difficulty. These combine high quality content recorded by native English speakers with instructions in Kinyarwanda, the local language spoken by many Rwandans.

As the official language of Rwanda since 2009 and extensively used in business and education, there is considerable demand for accessible language tuition.

A launch event has already taken place in Rwanda’s capital, Kigali, this week attended by the country’s Education Minister, Honourable Mathias Harebamungu, and Youth ICT Minister Honourable Jean Philbert Nsengimana.

Hans-Holger Albrecht, Millicom CEO and President commented “We are very excited to offer millions of people in Africa and Latin America the chance to educate themselves with the help of mobile- and internet technology. We are starting by offering English language training as this is a language that gives people more opportunities and connects people across the world. EduMe English is a

groundbreaking new product where people can learn English anytime anywhere. Millicom is all about promoting a digital lifestyle and transforming lives: education is integral to this.”

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For more please visit: [www.millicom.com](http://www.millicom.com) or contact:

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**About Millicom**

Millicom is a leading international telecommunications and media company dedicated to emerging markets in Latin America and Africa. Millicom sets the pace when it comes to providing digital lifestyle services to the world's emerging markets, giving access to the world, primarily through mobile devices. Operating in fifteen countries, Millicom offers innovative and customer-centric products. Millicom employs more than 10,000 people and provides mobile, cable, broadband, TV content, online and financial services to over 50 million customers. Founded in 1990, Millicom is headquartered in Luxembourg and listed on NASDAQ OMX Stockholm under the symbol MIC. In 2013 Millicom generated revenue of \$5.16 billion and EBITDA of \$1.9 billion.