



# Nation Media Group

Media of Africa for Africa

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**FOR IMMEDIATE RELEASE**

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## **Nation Media Group Announces Acquisition of KenyaBuzz - Kenya's Premier Directory and Ticketing Service for Events and Lifestyle Information**

Nation Media Group has acquired the region's leading lifestyle property KenyaBuzz as part of its strategic agenda of transforming the Group into a modern Twenty First Century digital content company. The move is one in several steps planned in the short to medium term to broaden the Group's content focus beyond news and to ensure a strong and diversified menu for lifestyle and entertainment audiences.

KenyaBuzz is a strong events, lifestyle content and social brand which enjoys significant reach and high engagement with large and ever expanding audiences. It has the most comprehensive and trusted event content, the most popular movie listings, reviews and ticketing with unique lifestyle information and quality regional reach. It is in this regard that KenyaBuzz has been recognised as Kenya's premier provider of event and lifestyle information, holding the top position for nine years since its inception. Its success has seen KenyaBuzz expand to Uganda (UgandaBuzz) and plans are underway to spread to the Tanzanian market.

This acquisition is another critical move forward as Nation Media Group expands its revenue base by exploiting new digital opportunities including online advertising, promotions and event ticketing. This will also enable us develop more direct relationships with the younger consumers. We believe these properties will grow at an even faster rate with impetus from Nation Media Group's superior technical infrastructure and editorial excellence that saw its flagship Nation.co.ke emerge winner as Africa's best news website in 2016.

We wish to reassure our stakeholders that we continue to be committed to delivering value in line with their expectations.

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## **About Nation Media Group**

Nation Media Group (NMG) was founded by His Highness the Aga Khan in 1959 and has been listed in the Nairobi Stock Exchange since the early 1970s. Over the years, the company has grown to become the largest independent media house in East and Central Africa with operations in print, broadcast and digital media, which attract and serve unparalleled audiences in Kenya, Uganda, Tanzania and Rwanda.

## **About KenyaBuzz**

KenyaBuzz was founded by Heidi (Alix) Grubel and Marta Gloserova in 2009. It has grown to be Kenya's premier provider of event and lifestyle information, holding the top position for nine years since its inception, with operations in digital media through its web/mobile sites and the Google-award winning app and print, attracting large and ever expanding audiences in Kenya and Uganda. As an online platform KenyaBuzz is a key content provider for events happening around Kenya; listing of movies; content on Lifestyle - Art & Culture, Auto Buzz; Anonymous Adventurer; Quizzes; Celebrity Buzz; Crime/Security; Environment; Fashion & Beauty; Food & Drink; Gardening; Health & Fitness; etc; Business directory; Award-winning KenyaBuzz Raha Android phone app; end to end online movie and event ticketing.