

ABOUT EVERY1MOBILE

- We build and manage mobile communities of **engaged young people across Africa**

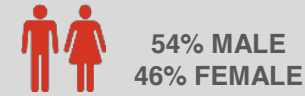
REACH & ENGAGEMENT

3.6 million visits per month
38 million page impressions

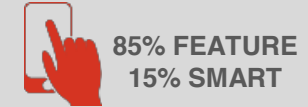
AGE



GENDER



DEVICE



- We **focus** on....

HEALTH

EDUCATION

ENTERTAINMENT

LIVELIHOODS *(coming soon)*

- We manage a **vibrant network** of existing **mobile communities**



- We have a strong presence in 7 countries



2 million unique monthly users

- ... and a growing user-base across Africa



- Our communities are delivered to users via **multiple platforms** and the **mobile web**



OUR NETWORK OF COMMUNITIES

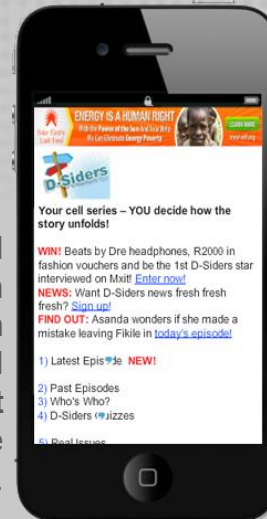


De-mystifies some of the most urgent sexual health issues, as well as providing a **safe forum** to explore sexuality and relationships.

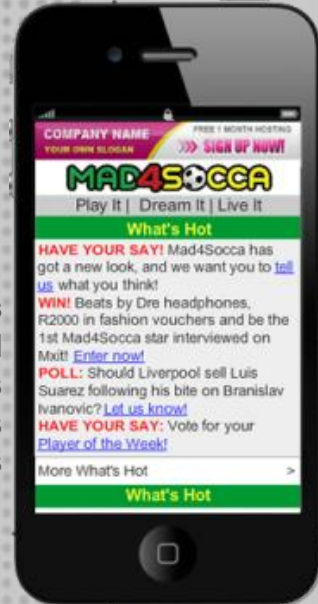
Campaigns, information, expert advice and community action for those affected by and living with HIV/AIDS



Self-improvement and self-paced learning around life skills, literacy, numeracy and more.



A mobile text based soap opera for South Africa, packed with intrigue, romance and a real **social twist** with the option to vote on what happens next.

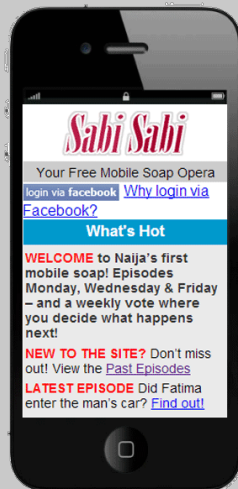


M4S delivers news, features, **fitness and lifestyle**, real time match updates and commentaries from the top games around the world.



A place for young writers to publish their own work, share their fictional or personal stories and poetry and improve their writing skills.

Everything users need to max their street cred, from free digital content and competitions to the latest trends



A Nigerian mobile text based soap opera packed with intrigue, romance and a real social twist with the option to vote on what happens next.



Financial literacy, **jobs & entrepreneurship** for young people across sub Saharan Africa

Survey results

Assessing the experiences and needs of South African young caregivers



Process

- Survey questions developed by Children for Health and E1M
- Survey loaded into Bsmrt, E1M's learning & life skills site
- Organic engagement: regular users respond if relevant; no promotion
- Survey live for <1 week
- Survey results delivered in real time to E1M's CMS

Results

- 42.9 %** have a child of their own
- 35%** spend a lot of time caring for a younger family member
- 20%** look after their own child AND someone else's
- 27%** identified lack of information on healthy child development as biggest child-related health issue in their community; **18 %** colds and flu
- 25 %** would prefer to learn about child care via their mobiles; **40%** at a local clinic
- 24 %** regularly leave their child in the care of someone under the age of 15



Demographics



- 1,794** South African respondents
- 2,303** views on the survey
- 72%** female; **28%** male
- 20 %** 13-17 years old

Insights & Actions

- C4H and E1M can instantly access 1000s of young caregivers and deliver vital health messages
- Young people would happily engage via mobile
- C4H and E1M can conduct more real-time research to further understand experiences and needs of target demographic

// Expert advice // Validated learning // Interaction // Support //

// Accessible // Sustainable // Engaging //



- ✓ Low-cost access
- ✓ Targeted messaging
- ✓ User-centric
- ✓ Engaging hard-to-reach populations
- ✓ Facilitated by local online community managers
- ✓ Highly interactive