

Kirusa & Moov presents the first Celebrity and Sports Service in Benin

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- Direct access for Beninese to their favorite celebrities on InstaVoice Channels Platform
- Regular updates from celebrities like Richard Flash, Blaaz, Dibi Dobo, Tyaff, Miss Hope, Kemy, Vano Baby, Viruses, Sirano, Mr. Charly, Sena Noble, Willy Mignon, Dah Adagboto Almok, Gohou, Dj Arafat, Dj Mix.
- Access to the best streams of football content from clubs in EPL, UEFA, and La Liga

Cotonou, Benin and New Providence: Kirusa, a global leader in communication solutions over data networks for consumers and enterprises, today announced the launch of its InstaVoice Channels Service in partnership with Moov, a leading telecommunications operator in Benin.

The Celebrity aspect of this content service, which is offered as part of InstaVoice Channels, brings together celebrities from Benin and environs, as well as their fans. Using the voice blogging feature, stars express their emotions and share their moments of joy and happiness on a daily basis; voice messages are sent instantly to fans, creating a "Voice Twitter" like experience.

With the launch of InstaVoice Channels, Moov Benin subscribers can receive voice updates from celebrities like Willy Mignon, Richard Flash, Blaaz, Dibi Dobo, Tyaff, Miss Espoir, Kemy, Vano Baby, Wilf Enigma, Dah Adagboto and many others.

Expressing his enthusiasm for the launch, Richard Flash said: "It's a pleasure for me to be part of this service that connects celebrities and their fans on a personal level. Congratulations to Moov and Kirusa for this initiative. I am looking forward to having continuous interaction with my subscribers."

The Sports section of the content service is another aspect of the unique InstaVoice Channels platform that provides daily football updates, such as team news, post and pre-game reviews, player, and coaches transfers, etc. Users can follow all the teams of the EPL, as well as UEFA and La Liga.

"We are very pleased to offer this unique service in partnership with Kirusa, which promises an interactive engagement of celebrities and fans with constant updates. Benin is home to passionate football fans and fiery fans of entertainment. We hope that the Moov Celebrity and Sports Content Services will meet the desires of our subscribers to stay in touch with their favorite celebrities and football clubs," said Brice Kpangon, Manager, Value Added Services, Moov Benin.

Similarly, Vice President-Operations, Kirusa, Barinderpal Mumick said: "InstaVoice Channels is a dynamic and user-friendly platform for staying informed and connected with celebrities, sports, and news. We hope Moov subscribers in Benin will greatly appreciate

our celebrity and sports services and get the most out of their mobile phones."

About Moov

Moov, belonging to the Maroc Telecom Group, is one of the leading Telecommunications operators in West and Central Africa. Moov relies on a solid foundation to provide the latest generation of telephony services to all citizens of the countries where the group operates (Benin, Côte d'Ivoire, Gabon, Niger, Central African Republic and Togo). Moov brings innovative offers based on value-added services that take into account the specificities of each consumer and provide solutions tailored to their expectations.

About Kirusa

Kirusa is a global leader in providing communication solutions over data networks for consumers and enterprises. Kirusa's solutions include InstaVoice ReachMe, a voice-over-data solution to help users receive their GSM calls over data in a mobile app, while helping carriers leverage the power of data to enrich the calling experience of their subscribers; InstaVoice®, a unique call completion solution for users that bundles voicemail, missed calls, availability, and ring, and helps mobile carriers monetize missed calls in their networks; Kirusa Konnect™, a Communication Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement over mobile channels; and InstaVoice Channels™, that offers users access to live voice blogs from their favorite celebrities, sports clubs, news portals and other streams. Kirusa solutions are deployed in 46 countries, with 50 mobile carrier partnerships in Africa, Asia, and LatAm. Kirusa solutions are built on its patented technology and highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls and 100 million active mobile users across the globe, every month. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. For more information, visit:www.kirusa.com

For further information, please contact:

For Moov

Name: Brice Kpangon

Tél: +22995000272

Email: kbrice@moov.bj

For Kirusa

Name: Godslove Adagbonyin

Email: gadagbonyin@kirusa.com