



## EMAGINE EXPANDS MARKET TERRITORY IN AFRICA WITH ETISALAT NIGERIA DEAL

**Sydney, August 2010:** Australian owned [Emagine International](#) has scooped a multi-million dollar deal to provide its Campaign Management platform for Etisalat Nigeria, which went live this month.

Etisalat is a UAE-based telecommunications services provider, currently operating in 18 countries across Asia, the Middle East and Africa. It is the 13th largest mobile network operator in the world, with a total customer base of 94 million.

With a population of 150M, the economy of Nigeria is one of the fastest growing in the world, and the second largest economy in Africa. The telecoms industry is booming, and with more than 61 million subscribers, Nigeria has now surpassed South Africa as the largest mobile telecom market in Africa.

Steven Evans, Chief Executive Officer, Etisalat Nigeria said: "We selected Emagine International because of their industry experience, as well as the results they've delivered from previous projects with other large telecommunication carriers. Emagine is a company we have been aware of through its work with Vodacom in South Africa".

David Peters, CEO for Emagine commented: "This deal is exciting for Emagine as we gain a further stronghold in the rapidly expanding African market. South Africa and Nigeria are the two largest mobile markets in Africa".

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## About Emagine:

- Emagine enables telecommunications companies globally, such as Vodacom South Africa, and Optus Australia, to automate their marketing processes to reduce churn and increase customer revenues.
- The Emagine Campaign Management system is deployed within 12 weeks
- Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
- Our methodology is called Marketing to One™.
- Our people have practical marketing experience in the telecommunications industry, and our technology solutions have been developed from this perspective.

For further information on Emagine International visit [www.emagineinternational.com](http://www.emagineinternational.com)

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