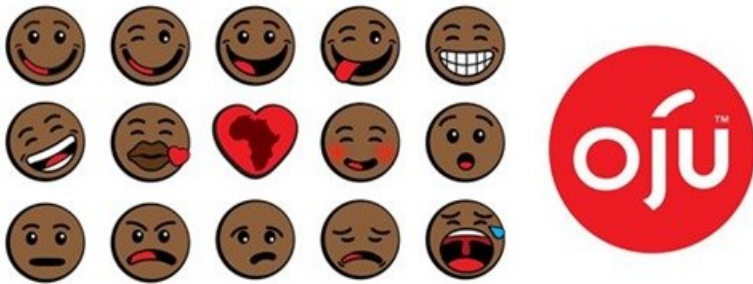


Oju Afro Emoticons launch on Mxit

Oju, Africa's first black character lifestyle brand with a global appeal has launched on Mxit. This enables almost 5 million Mxit users currently active in South Africa to express themselves in a more creative way.

Oju, meaning "faces" in the Yoruba language in Nigeria, is an innovation born out of the motherland. The full range of OJU Afro Emoticons was revealed at the global launch for the brand in April 2014. Now, just three months after it was introduced to the world, it has partnered with Mxit.



Alpesh Patel, CEO Oju Africa and Group CEO of Mi-Group International Ltd, said, "Our mission as a lifestyle brand is to work with strong local and global partners to enhance their current offerings. We are very proud to be associated with Mxit for our launch into Africa and I am sure the OJU emoticons will be a welcome addition to their current content."

Ben-Carl Havemann, Marketing and Communications Manager at Mxit, says, "We are excited to be the first mobile social network to bring Oju to our users. As a proudly African brand, we support and celebrate the diverse culture of our users and constantly explore ways in which we can make their chat experience more meaningful."

In June 2014, Oju was nominated by License Global as "One to Watch" contest for new creative concepts at the Licencing Expo 2014 in Las Vegas.