

Ringier Launches Business Insider Sub Saharan Africa

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Ringier Africa Digital Publishing [RADP] further expands its news and media portfolio with the launch of *Business Insider*, the renowned digital news brand for the global business community, for Sub Saharan Africa. The digital edition leads with an exclusive interview with Tony Elumelu, who the newly launched editorial team for *Business Insider* Sub Saharan Africa met with at the World Economic Forum [WEF] in Davos. Elumelu, recognised as one of the continent's most dynamic business leaders and philanthropists, is Chairman of the Board of Heirs Holdings, the United Bank for Africa and Transcorp, and is the founder of the Tony Elumelu Foundation. The lead interview will explore Mr. Elumelu's personal insight into the current economic climate in Nigeria, the Government's Forex policies and the important role entrepreneurialism plays on the continent.

Business Insider Sub Saharan Africa will be operated by RADP under its *Pulse* new media brand. It will cover business news, enterprise, finance, politics, and technology from across the continent and beyond. The digital outlet will debut on existing *Pulse* platforms, in West Africa on 23 January, with more to come soon. The Africa-focussed business title has secured an impressive roster of leading and authoritative African commentators, including Bright Simons, Ethel Cofie and Herman Chinery Hesse. In addition to business and lifestyle stories from the continent, *Business Insider* Sub Saharan Africa will feature news highlights from around the world.

Business Insider, which is part of the Axel Springer family, is the largest business news site in the US and one of the fastest-growing news brands in the world. The company pioneered a style of business coverage that offers the news its readers and viewers need to know in a format that is digital-native: real-time, social, and mobile. Collectively, the Business Insider network of sites reaches well over 100 million unique monthly visitors across all platforms. RADP and its *Pulse* brand is Africa's leading Pan-African digital content publisher, which includes *Men's Health*, and *Women's Health* in West Africa.

Ringier Africa & Asia CEO, Robin Lingg says: "With the launch of *Business Insider* Sub Saharan Africa, we are giving African leaders a trustworthy, informed and reliable voice and platform. Africa is one of the world's most buoyant and innovative emerging markets. Such a time in the continent's history necessitates the savvy, sharp and analytical news commentary that is *Business Insider*'s hallmark. We are looking to make a significant impact in the continent's business narrative by bringing smart, straightforward news to the African marketplace, with commentary from political heavyweights and African leaders & business innovators, whose collective insight will be instrumental in telling the African business story from inside."

Ringier Africa GM, Leonard Stiegeler says: "RADP and *Pulse* have an unparalleled reputation for quality content in various fields across many digital and social platforms. We believe *Business Insider* will complement our coverage for our audience in Africa, whose reach now numbers in the millions. We are happy

to add quality business journalism that faithfully reflects and records what's happening within and outside the continent's business sector".

Said Henry Blodget, Global Editor-in-Chief and CEO of *Business Insider*: "We're thrilled to launch our 15th version of *Business Insider* in Africa – an incredibly exciting and fast-growing market. Ringier has a deep understanding of the digital space and is the ideal partner to help us bring to Sub Saharan Africa *Business Insider*'s unique voice and attitude."

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Ringier Africa is the leading diversified digital media company in Africa. It operates digital publishing, classifieds and e-commerce platforms, as well as a digital marketing agency across Africa. Launched on the continent in 2011, Ringier Africa represents the most recent international expansion of the Swiss media enterprise Ringier, which established successful operations in emerging markets in Eastern Europe and Asia since 1989. With a hyper-local approach and supported by Swiss technology and expertise, which is running some of Europe's largest online content and classifieds platforms, Ringier Africa's employees focus on bringing tailor-made mobile-first experiences to the African consumer. Besides its pan-African digital agency Ringier Digital Marketing, Ringier Africa runs the leading English-speaking West African online content platforms Pulse (NG, GH). It additionally runs the leading online classifieds platforms in French-speaking West Africa, Expat-Dakar & MaMaison (SN); English-speaking West Africa, Cheki (NG, GH), Jobberman (NG, GH) & Private Property (NG) and in East Africa, Pigiame (KE); ZoomTanzania (TZ), Cheki (KE, TZ, UG), Brighter Monday (KE, TZ, UG) and BuyRent Kenya (KE) through its JV with OAM in set-up phase, Ringier One Africa Media (ROAM). In e-commerce it runs the leading online deals platforms DealDey, PromoHub and Lyf in Nigeria through its JV with Silvertree in set-up phase, Ringier Africa Deals Group (RADG). In each of its markets, Ringier has strong local presence with offices and staff.