

TRACE INVESTS IN COINAFRIQUE



TRACE, the leader in Afro-urban music and entertainment, announced today that it has taken a stake in CoinAfrique, the number one mobile classified platform in French-speaking Africa.

Created in 2015 by Matthias Papet (formerly of Google), and Eric Genêtre (ex-Vinci), CoinAfrique has **400,000 active monthly users** in **15 French-speaking African countries**, and more than a million downloads of its mobile application. Based in Dakar, Senegal, with offices in five other African countries, the start-up employs more than 50 people.

TRACE's investment aims to help the start-up accelerate its development across a part of Africa inhabited by 280 million people. It follows a series of investments by TRACE in digital initiatives, notably the purchase in 2016 of the African VOD platform Buni.tv, which was merged with the TRACE Play service, and the 2017 acquisition of online music distributor JTV Digital. TRACE is also a partner of Digital Lab Africa, which offers incubation and mentoring services to African digital projects.

"TRACE's arrival as a shareholder of CoinAfrique confirms the strength of our growth model and highlights the opportunity to create a pan-African francophone leader in the classifieds arena," **CoinAfrique co-founders Matthias Papet et Eric Genêtre said.**

Olivier Laouchez, co-founder and CEO of TRACE: "CoinAfrique has already shown its potential and we are delighted to contribute to its development. TRACE's stake is in line with our investment strategy in mobile and digital services, and with our desire to support entrepreneurial initiatives which have a positive impact on the African continent."

About **TRACE**: TRACE is a global broadcast and digital media company specialized in afro urban music and entertainment. Through its 24 pay TV channels, radios, online and mobile services, TRACE connects with a 200 million multicultural audience in more than 160 countries. Launched in 2003 following the acquisition of the eponym print magazine, TRACE has become the leading media brand for lovers of afro urban culture in the world and especially in Sub Saharan Africa, Europe, the Caribbean and the Indian Ocean.

About **COINAFRIQUE**: CoinAfrique is the leading peer to peer mobile marketplace in French-speaking Africa. Founded in 2015 by Matthias Papet and Eric Genêtre, the company is based in Dakar with offices in Cotonou (Benin), Lomé (Togo), Abidjan (Ivory Coast), Kinshasa (Democratic Republic of Congo) and Douala (Cameroon). The service aims to reach 10 million active users by 2022.

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