

# #Voice

KIRUSA'S QUARTERLY PREMIER

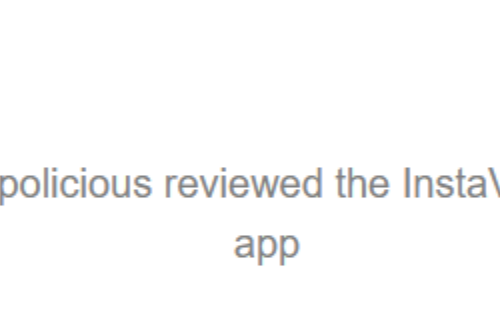
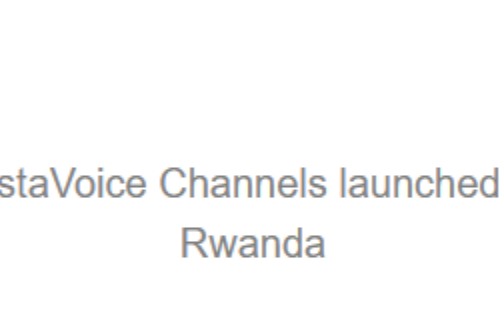
Hello and welcome to the second edition of #Voice - Kirusa's Quarterly Premier. Over the past 90 days, we've updated our core apps, executed a number of significant campaigns with our enterprise communication suite, and forayed into new geographies with our InstaVoice Channels service, amongst other things. As always, we'll keep it short. Let's get started, shall we?

## IN THE MEDIA



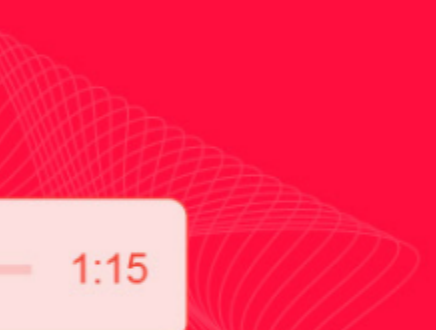
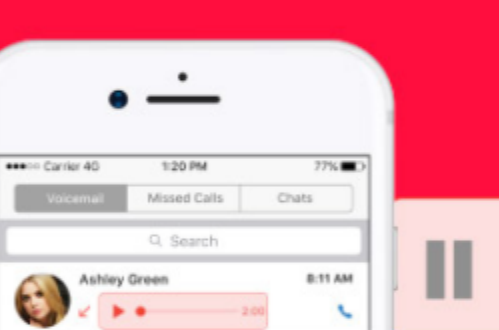
We're thrilled to announce that our Founder and CEO, Dr Inderpal Singh Mumick was a recipient of the **Outstanding 50 Asian Americans in Business Award, 2017**.

Established by the Asian American Business Development Center in 2001, this award highlights the achievements of Asian American business professionals across the United States.



InstaVoice Channels launched in Lesotho

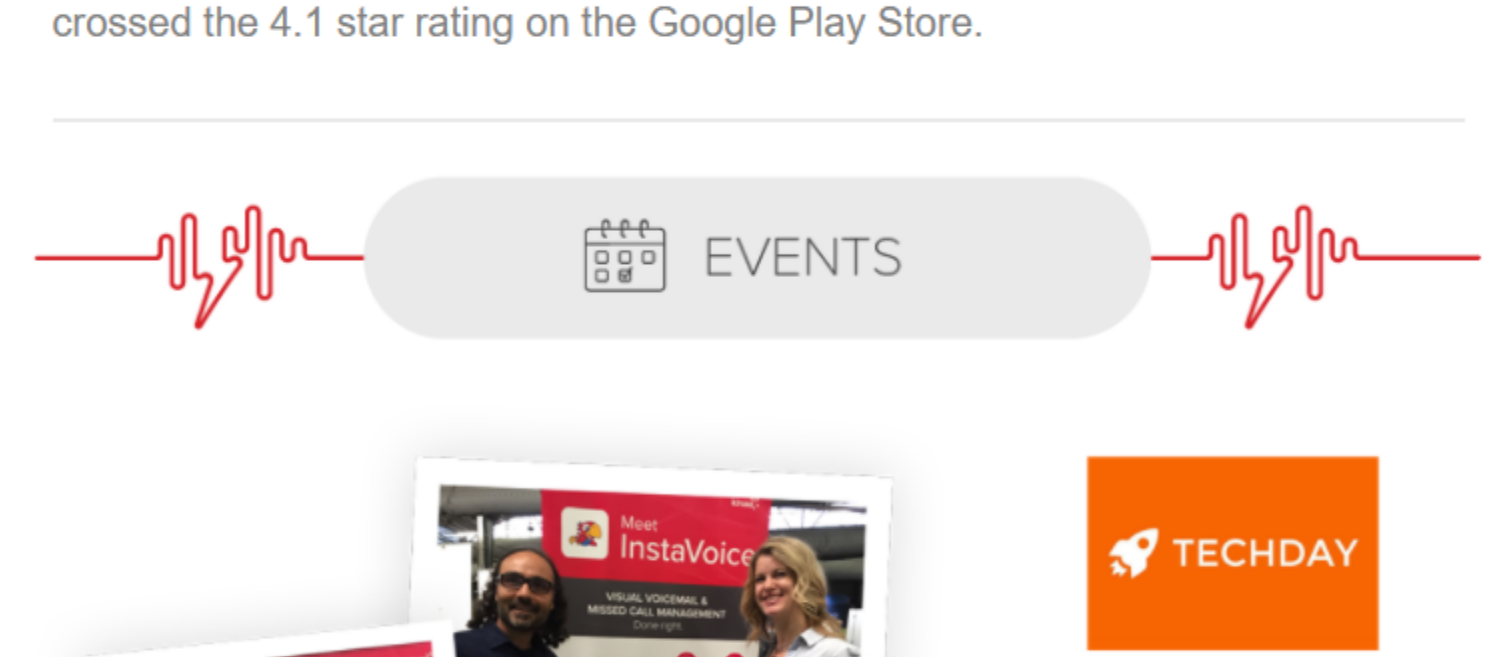
StarFriends Voice Service launched in Sri Lanka



InstaVoice Channels launched in Rwanda

Appolicious reviewed the InstaVoice app

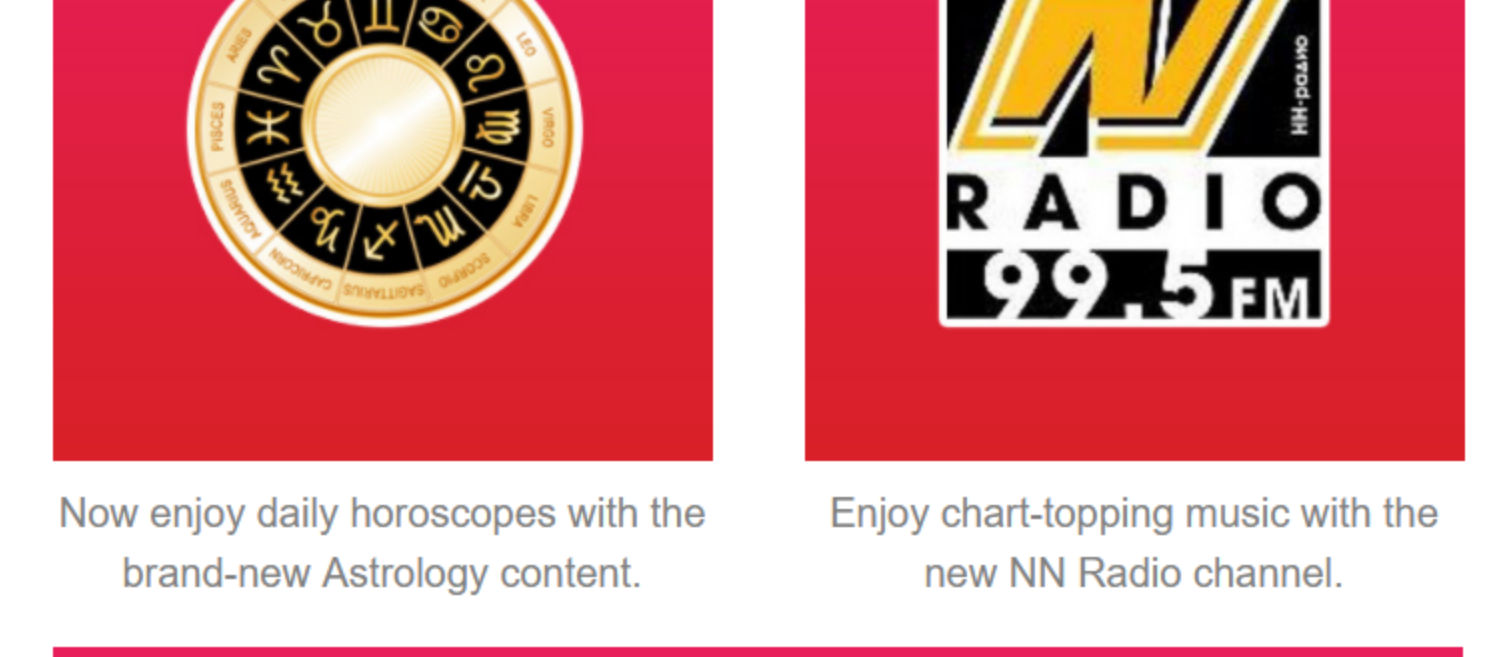
## PRODUCT UPDATES



**★ ★ ★ ★ ★**  
**VOICEMAIL HEARD NOTIFICATION**

In our constant effort to keep InstaVoice the best-in-class visual voicemail experience, we've added a number of features and fixes. The most notable feature being the "voicemail heard" notification - which tells you when a recipient has heard your voicemail message. In addition, our InstaVoice app crossed the 4.1 star rating on the Google Play Store.

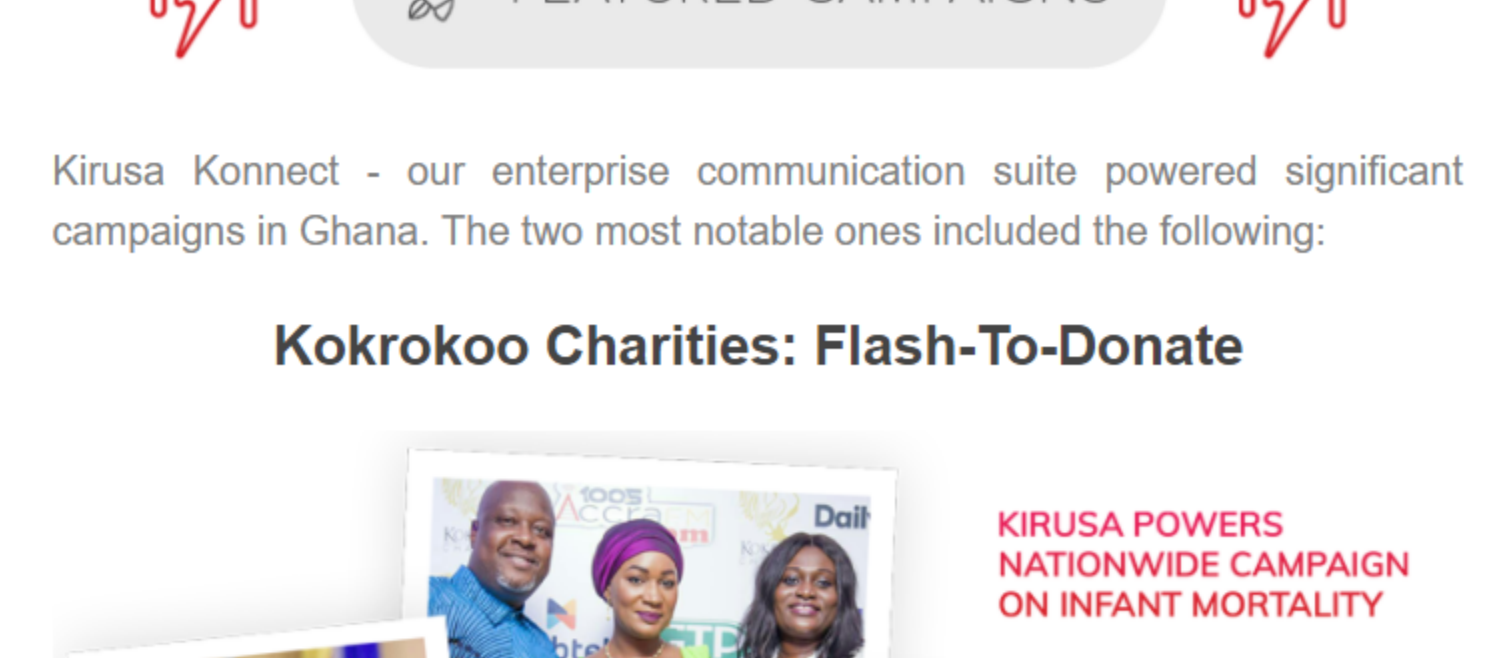
## EVENTS



We participated in **TechDay New York 2017** - one of the largest technology tradeshows with over 35,000 attendees.

We demonstrated how InstaVoice enables you to access your voicemail from practically any device - including your smartphones, tablets, smartwatches and smart home devices such as the Amazon Alexa.

## CHANNELS



Now enjoy daily horoscopes with the brand-new Astrology content.

Enjoy chart-topping music with the new NN Radio channel.

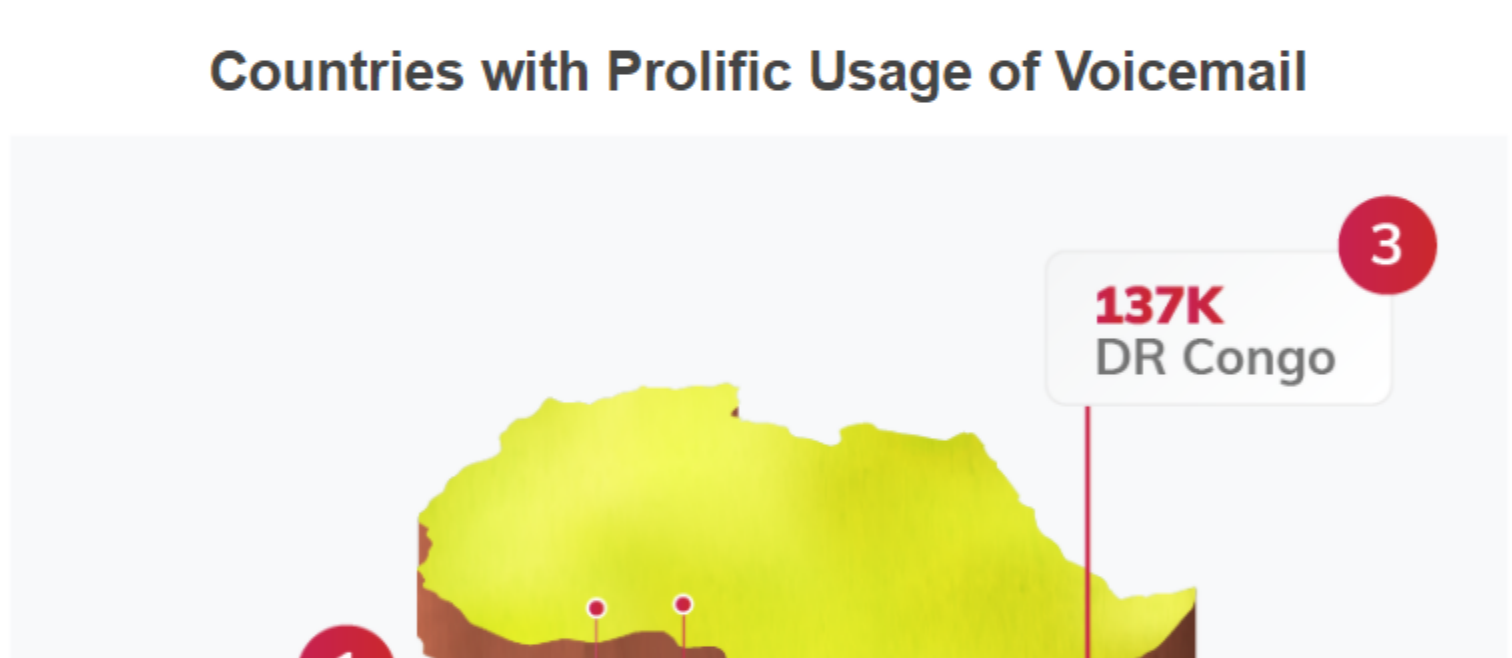


In our continuous effort to bring the best celebrity contest to the masses, we've added over 60 content partners to InstaVoice Channels, in the past quarter. They include music sensations such as Richard Flash, Miss Espoir and Goodlyfe; movie stars such as Dulika Marapane and Pooja Umashankar; comedians, life coaches and many more.

## FEATURED CAMPAIGNS

Kirusa Konnect - our enterprise communication suite powered significant campaigns in Ghana. The two most notable ones included the following:

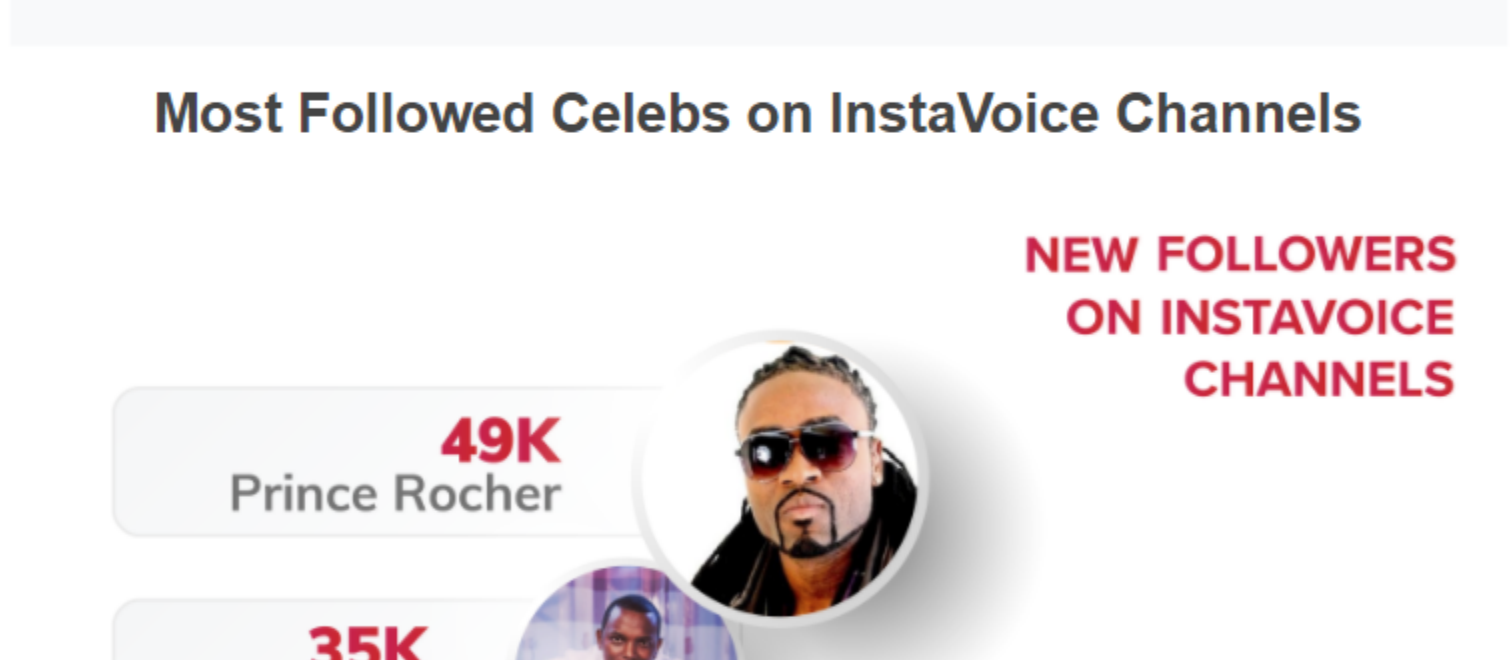
### Kokrokoo Charities: Flash-To-Donate



**KIRUSA POWERS NATIONWIDE CAMPAIGN ON INFANT MORTALITY**

Kokrokoo Charities, a charitable organization owned by radio and TV personality Kwame Sefa Kayi used Kirusa Konnect's SnapCall communication tool to run a nationwide campaign raising awareness on infant mortality.

### 3FM Business Pitch Competition



**KIRUSA HELPS ENRICH ENTREPRENEURSHIP IN GHANA**

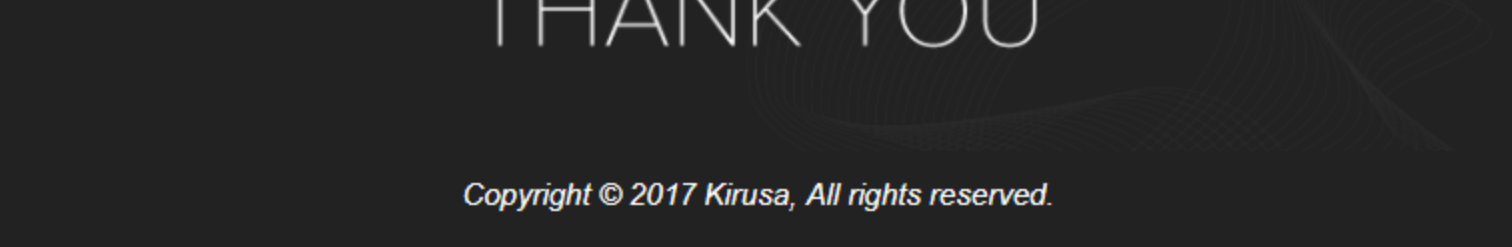
TKC Africa, in partnership with Kirusa, 3FM and TV3 kick launched the 2nd season of the 3FM Business Pitch, where entrepreneurs were given the opportunity to pitch their business ideas in one minute through Kirusa Konnect's IVR solution. The winner won a grand prize of \$10,000 USD and market access.

## INSTOIDS

It's insights time! We've dug deep in our data warehouse to bring you these interesting tid-bits from the last quarter.

*PS: This data is only for the last quarter, i.e. between 1st April and 30th June, 2017.*

### Countries with Prolific Usage of Voicemail



### Most Followed Celebs on InstaVoice Channels

**NEW FOLLOWERS ON INSTAVOICE CHANNELS**



### Most Active Celebs on InstaVoice Channels

**VOICE BLOGS SENT**



THANK YOU