

Hisense Mobile Launches Partnership With Airtel Uganda

Kampala, Uganda. Wednesday, 8th December 2021.

Airtel Uganda and Hisense Mobile announced a partnership to promote Hisense 4G smartphones using Airtel's double data offer of 100% bonus data for 3 months on the countrywide 4G network coverage. The Hisense flagship 4G smartphone models to be launched with the partnership include Hisense E50, E50 Lite and H50 Lite.

According to the Head of Marketing Hisense, Mr. Jonathan Kyetume, the partnership is in line with Hisense Uganda's commitment to ensure the best customer experience for all their customers. He further stated that the Hisense Smartphones are of very good quality and have been approved for use in Uganda by the Uganda Communications Commission.

Mr. Robert Sekamwa, the Hisense Phone Sales Manager further assures that Hisense mobile phones are affordable and available in H Series, E Series, and U Series with super-fast processors, AI- powered cameras, and extended battery life for the longer-lasting experience. "Our 24 months warranty further indicates our confidence in product performance and our commitment to after- sales support to our customers."

The Uganda Communications Commission 2021 Quarter 2 market performance report highlights that, active mobile devices connected to the public communication networks have grown to 32 million devices as of June 2021, representing 2.7 million new devices connected to the network. This is reflective of a 9% percentage growth.

It further indicates that the total number of smartphone/internet enabled gadgets connected to the networks as at June 2021 stands at 9.7 million users from 7.9 million users in December 2020.

"It is our commitment to support the Global Agenda on Digital Inclusion by harnessing partnerships like this to increase the uptake and use of Smartphones. Airtel will continue to innovate and deliver affordable

solutions and products on our 4G network that covers Uganda border to border. As the Smartphone Network, we look forward to this partnership as we consistently strive to deliver 4G Internet that is fast and affordable” says Mr. Henry Njoroge, the Marketing Director.

For every new Hisense smartphone purchased in Uganda, dial *175*94# to get free 1GB for 1 month and activate 100% bonus on weekly and monthly data bundles for the first 3 months.

ABOUT HISENSE UGANDA

Hisense Uganda is a market leader in the consumer electronics industry in Uganda. Hisense is distributed by Smartec Electronics Limited and has been in Uganda for the past 10 years. Hisense has a wide range of high quality Smart Televisions, Fridges, Washing Machines, Microwaves, Dishwashers, ACs, Dishwashers, and now Smartphones

ABOUT BHARTI AIRTEL LIMITED

Airtel Africa Limited is a Pan-African telecommunications company with operations in 14 countries across Africa. Airtel Africa is driven by the vision of providing affordable and innovative mobile services to all and is supported in pursuing this vision by its largest shareholder, Bharti Airtel. Its product offerings include 2G, 3G and 4G wireless voice and data services and mobile commerce through ‘Airtel Money’. Airtel Africa had over 97 million customers across its operations at the end of December 2018.

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