



SERVICE BROCHURE

AFRICA WIRE[®]
Spread your message across Africa



Africa Wire®

**Spread your message across Africa.
Increase your influence.**

Only media service for wide distribution across the continent, Africa Wire® allows you to pique your intended audiences' interest at a large scale and get valuable publicity in diverse and complex markets. Designed by **APO Innovation Lab**, our press release distribution technology expands your capabilities further to reach media outlets, journalists, key influencers and stakeholders.

A reliable vehicle for your news

For you to gain more traction with local media, Africa Wire® disseminates your messages to APO Group's unparalleled network of media professionals spread across the 54 African markets.

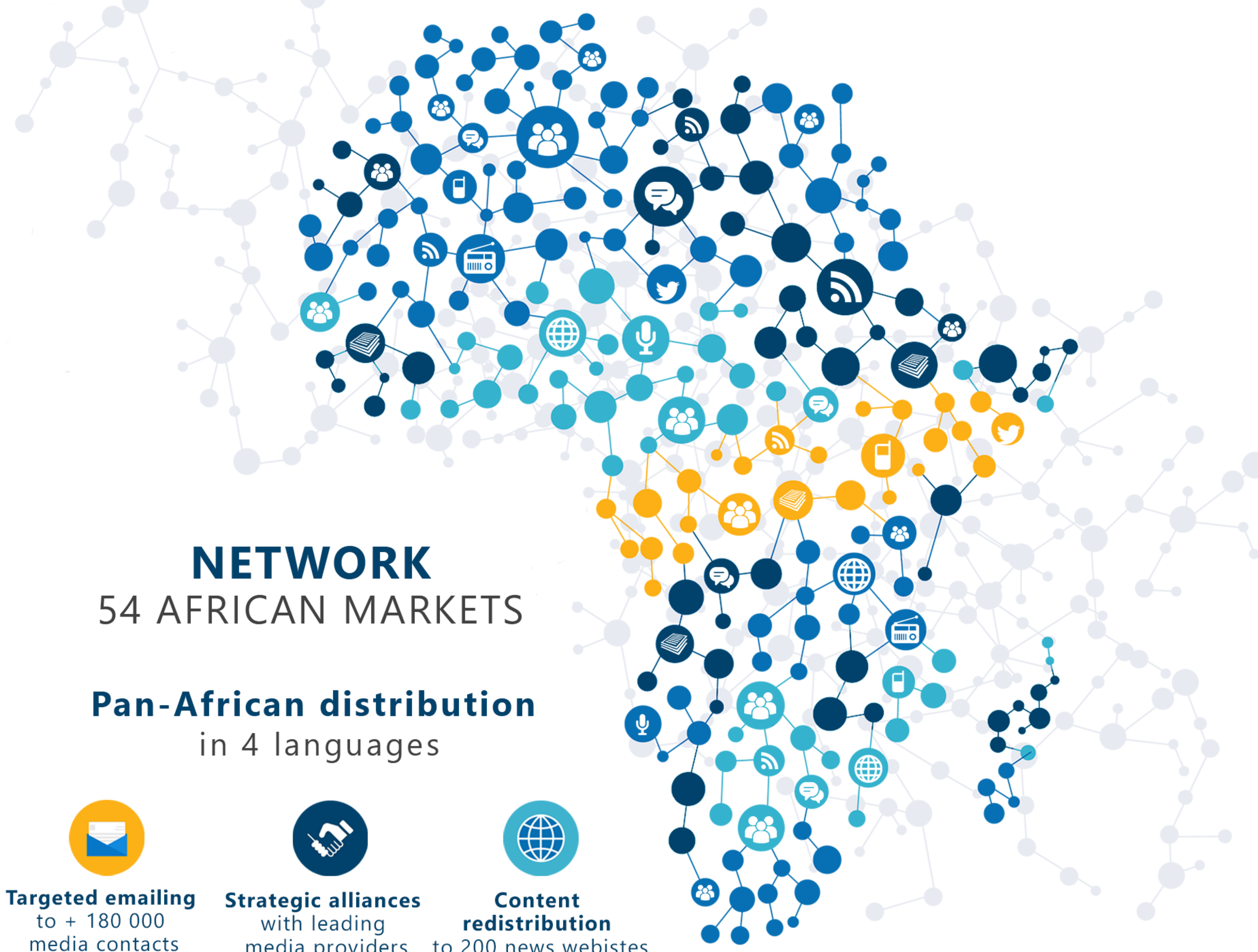
Through our technology, depending on target countries and the subject matter, your press releases are passed on, in the **four official languages used in Africa** (French, English, Portuguese and Arabic), to more than **50 000 general media outlets**, **120 000 specialized journalists** across the continent and to more than **10 000 selected international**

journalists dealing with information on Business in Africa, in Online & Print Press on TV, Radio, Social media, Blogs ...

Content redistribution

APO Group has formed strategic alliances for content redistribution with **200 African news websites** and **international media providers** such as Bloomberg Terminal and Reuters Terminal, Factiva, Lexis Nexis, Syndigate... which allows you to amplify the visibility of your communication and improve your SEO Ranking while enhancing your media presence globally.

POTENTIAL REACH
600,000,000 individuals



Africa Newsroom

High-quality & verified Africa-related content



250,000,000
mobile users



**PRESENT ON SOCIAL MEDIA
AND ON MOBILE APPS**



Multichannel distribution

We help you generate
maximum media spin-offs

For more than 10 years, press agencies, publishers, journalists, bloggers, social networks as well as Governmental authorities, private & public organizations have placed their trust in APO Group as a high-quality and verified content provider, using **Africa-Newsroom.com** to obtain first-hand information about Africa.

As part of our press release distribution service, your content is also made available on APO Group's next-generation platform to extend your reach and get additional press coverage. In no time, **Africa Newsroom subscribers** and **social media followers** CNBC Africa, Aljazeera, BBC World News, The Africa Report, Reuters, Jeune Afrique, The Guardian, Bloomberg, Business Day, AFP... to name a few, are alerted to your press release which they can then consult and share with their peers.

"Just wanted to say thanks for the great results. Less than week has passed, but we already see amazing results from our internal tracking tools - huge coverage, plus we have got many requests for personal interviews. Up to today, we were using www.prweb.com but results are incomparable - APO Group delivered not 10x, but 100x better numbers."

Neringa Kudarauskiene, CEO of MoboFree.com

Mobile reach

It's no secret that Africa is undergoing a mobile revolution. The continent sees the number of mobile phone users rise exponentially. **The question is how to reach mobile audience?** In addition to distributing content via targeted emails, online platforms and social media, APO Group provides your content to all subscribers of leading telecommunications and phone companies MTN Group, Airtel, Orange and Gloworld in over 30 African countries.

Media Monitoring Report

Media research analysts to ensure reliable and tangible results

APO Innovation Lab assigns dedicated media research analysts who put their know-how into action to oversee and design tailor-made media monitoring reports. To better measure the efficiency of your communication, we provide you with comprehensive online and print monitoring reports as well as social media analytics of your press release.

Our monitoring is performed in the 5 working days following your distribution to allow your message to be spread in the media and collect accurate and relevant data. **The human aspect** of our monitoring guarantees reliable and tangible results. This is what makes our service unique.

Congratulations to APO Group on their superior customer service and quality of their media monitoring. The coverage received is not only impressive in terms of volume, but also the number of markets it touches... Megan Collinicos, Head of Advertising & Public Relations for DHL Express Sub-Saharan Africa.

ONLINE MONITORING

- Thorough news website list including:
 - Websites description
 - Country of coverage
 - Viewership statistics
 - Alexa rank
- Statistics of potential reach
- Screenshots of your release on Bloomberg terminal, Factiva, LexisNexis ...
- In English and other languages

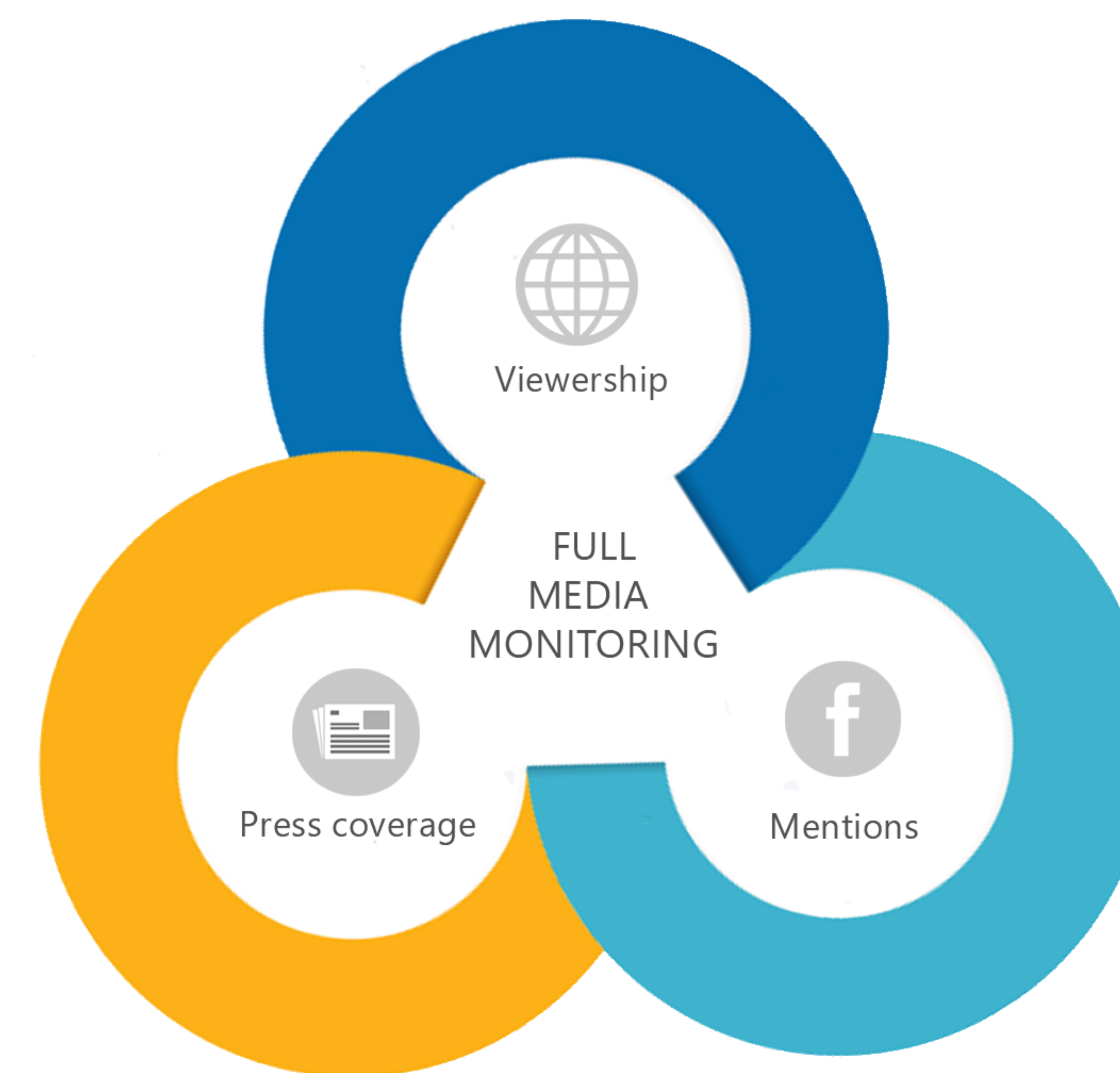
PRINT MONITORING

- Print clippings from more than 250 local publications
- Monitoring in the 4 official languages (French, English, Portuguese, Arabic)
- Newspapers and trade publications added every day

SOCIAL MEDIA

- Social media volume on Twitter, Facebook, Google+, Youtube ...
- Geographical breakdown
- Major influencers
- Primary & secondary audience
- Degree of influence (Klout score)
- Trending hashtags & keywords of your press release
- Viral coefficient
- Sentiment analysis
- Social media mentions (sample)

PERFORMANCE MEASUREMENT



OUR GUARANTEES

APO Group assists you in expanding your reach

01. UNLIMITED

Unlimited wording in English & Unlimited multimedia content at no charge.

02. TRANSLATION

Translation in all languages spoken in Africa.

03. PAN-AFRICAN DISTRIBUTION - 54 MARKETS

Press release distribution to APO Group's media contact base including journalists from each African country covering general news; African and international journalists reporting on the industry or subject highlighted in your press release.

04. INTERNATIONAL REACH

Via Bloomberg Terminal, Thomson Reuters Terminal, Dow Jones Factiva, LexisNexis, Markit, SyndiGate, Newsedge, Emis, Newsbank, Pressedd, Comtex...

05. AFRICA NEWSROOM

Posting of your press release on Africa-Newsroom, the largest database of press releases dedicated to Africa, with more than 650 -and counting- content sources.

06. PRESS OFFICE

Posting of your press release on a visually rich custom landing page that mirrors your company, organization or product and displays all your social media feeds. All hosted on a sub domain matching your company name / brand.

07. WEB & SOCIAL MEDIA REACH

Publication of your press release on more than 200 African news websites and on APO Group's social media pages: Twitter, Google+, Facebook, LinkedIn...

08. MOBILE REACH

Distribution of your content to leading phone companies MTN, Airtel, Orange, Gloworld, reaching over 250 million mobile subscribers in Africa.

09. MEDIA LIST

Possibility to add your own media list in order to send your press release in one shot. All information remain confidential and is stored on APO Group's secured server.

10. MEDIA MONITORING

Comprehensive online media monitoring. Tracking of your press release in hundreds of local newspapers. Social media analytics. Full media monitoring report designed by media analysts 5 working days following the distribution of your press release to ensure reliable and tangible results.

Overseas audience Access specialized & global newswire distribution networks

APO Group is a **NASDAQ GlobeNewswire** and **CSRWIRE Authorized Agency for Africa**, offering unique access to both financial media outlets in North America, Europe, Asia, the Middle East... and to traditional and social media networks dedicated to CSR, health and sustainability communication around the globe.

Should you wish to reach specific audiences, we offer you bespoke solutions to address all your needs.



- **Distribution via the Associated Press:** A wide variety of North America distribution circuits are available through GlobeNewswire. All U.S. distribution circuits reach the editorial newsrooms of mainstream media such as national and regional newspapers, broadcast and online media.
- **Thousands of online Reach:** Through direct relationships with online media and hundreds of RSS feeds, press releases can be posted on thousands of websites such as Yahoo!, Wall Street Journal Online, Morningstar.com, MSN Money, Reuters.com, New York Times, CNBC.com...
- **Complimentary distribution to Industry Trades:** Over 300+ industry trades distribution are available with the purchase of press release distribution service.
- **Timely disclosure of regulatory press release:** Simultaneous distribution to media outlets, financial desktops/data terminals and professional databases such as Thomson Reuters, Bloomberg...
- **Global press release distribution:** GlobeNewswire operates a global distribution network which offers a wide variety of distribution circuits to reach global financial and trade media outlets
- **Logo placement on Times Square Tower:** Client's company logo and abstract of press release can be showcased on the NASDAQ tower at the Times Square in New York City. [Click here to visualize](#)
- **Photo distribution via Associated Press:** Through AP satellite technology, photos are delivered directly to photo editors in over 1,500 newsrooms in the U.S. with advanced searching capabilities that allow editors to find photos that closely match their needs.



- **Targeted distribution:** Engaging over 163,000 active users
- **Syndicated distribution:** Over 6.5 million yearly views
- **International distribution:** Reaching over 224 countries & territories
- **Social Media:** Averaging 8 to 12 million impressions a month and 4,000 retweets
- **Daily News Alert** sent to approximately 20,000 opt-in subscribers
- **Dedicated Media Outreach:** News organizations regularly pick up CSRwire's press releases
- **A remarkable and continually growing Partner Network**
Custom RSS feeds and the popular CSRwire widget

They placed their trust in APO Group Cutting-edge services to connect with your audiences in Africa

APO Group's in-depth knowledge of local media landscapes and extensive experience provide each and every one of our clients, regardless of their industry, the assurance of a turnkey media solution exactly matching their needs.

We continuously strive to deliver the highest quality service to our clients and focus on helping them step up their presence and grow in the continent. In the space of 10 years, APO Group has built up a strong reputation in Africa and the rest of the world. We pride ourselves on being the **exclusive media service provider in Africa** for blue chip companies, multinational & large companies, governments, international organizations, NGOs, the United Nations system... and the **leading partner in Africa** of more than 40 prestigious PR agencies including Hill+Knowlton Strategies, Edelman, WE (Waggener Edstrom), Fleishman Hillard, Havas MSL, Burson Marsteller, Ogilvy...

"The APO Group has an incredible source of media contacts. The quality in service provided by the APO Group is exceptional!!!! Will definitely be using the service again."

Fathima Naidoo, Media Relations Executive at Ernst & Young South Africa

"Thanks again for your help. Our team is really impressed with the results we are securing through APO Group."

Katie Beck, Group PR Manager EMEA, Symantec Corporation





ABOUT APO GROUP

Over the past 10 years, APO Group has successfully established itself as a Glocal facilitation authority within media landscapes. Since its inception, our consulting firm has been committed to sharpening its clients' reputation, brand image and increasing speed-to-market in emerging markets while maximizing their global value. We collaborate with both private and public organizations - from Fortune 500 and FTSE 100 corporations to emerging companies, from SME's to NGOs, local and national Governments - to transform their media challenges into relevant bespoke programs that bring together Innovation & Efficiency. As a knowledge partner, our role is to combine our long-standing expertise and advanced technologies - Africa Wire® and MENA Wire® - with our unparalleled network to engineer sound media strategies enabling our clients to expand their footprint in Africa & the Middle East. APO Group's strengths lie in its ability to address its clients' situations holistically and capitalize on its unique experiences in Media relation, Editorial & Corporate communication, Advertising sales with key institutions and media houses to provide high added-value support and tangible results.

CONTACT

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