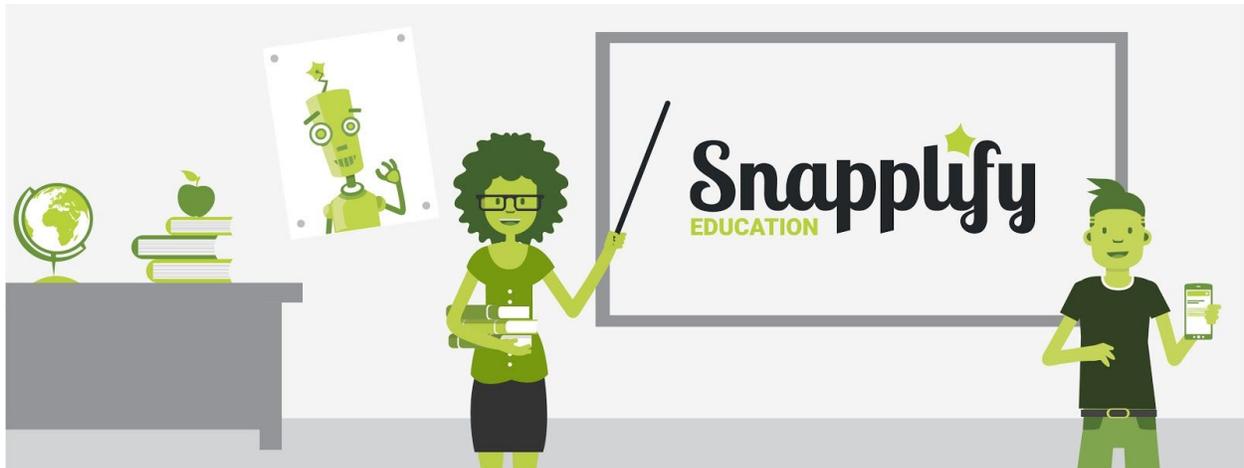


# Snapplify Media Kit

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## Short description of Snapplify

**Snapplify** is at the forefront of edtech solutions in Africa, and specialises in digital learning enabling individuals and institutions by establishing a marketplace for digital education content, related educational services, and devices.

## Medium description of Snapplify

**Snapplify** is at the forefront of edtech solutions in Africa, and specialises in digital learning enabling individuals and institutions by establishing a marketplace for digital education content, related educational services, and devices. As a pan-African edtech company, Snapplify strives for radical inclusion to level the playing field and equip individuals across emerging markets with the world-class tools they need to collaborate, innovate and thrive. Since its establishment in 2012, the company has grown and expanded into new markets in Africa and the United States, with offices across South Africa, as well as in Nairobi, Amsterdam and New Jersey.

## Snapplify

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**Snapplify for Education's** award-winning platform is already a top choice for institutions integrating digital education into their classrooms. From software to support, we provide institutions with everything they need to create a secure, collaborative e-learning environment for students. Snapplify's robust 24-hour access digital library solution offers thousands of free ebooks and widely applicable, curriculum-approved educational content supplied by partner publishers from across the globe. The Snappbox, our hardware distribution solution for ebooks, allows schools with limited or no connectivity to access learning materials, saving data and

download time. Further to this, Snapplify's diversity of device integration allows schools to use our products on the devices that they already have access to, without having to invest in costly digital infrastructure upgrades, and we work closely with schools in order to nurture and support educators. In addition to establishing a marketplace for digital education content, related educational services, and devices, Snapplify has also established exclusive relationships with telecommunications companies to zero-rate data, thereby making digital educational content even more accessible. Our solutions are industry celebrated and globally recognised for their innovation in technology.

In order to achieve our educational goals, Snapplify has partnered with international publishers and other key stakeholders to bridge the supply with the demand for widely applicable, curriculum-approved digital educational content. In addition to building strong relationships with partners around the growth of Snapplify's ebook, e-textbook, and device catalogue.

Snapplify originated in South Africa, focusing initially on the South African education and digital content industries. Since its establishment in 2012, the company has grown and expanded into new markets in Africa and the United States, with offices across South Africa, as well as in Nairobi, Amsterdam and New Jersey. Snapplify is backed by AngelHub Ventures, a venture capital company backed by former First National Bank CEO Michael Jordaan and the Harris family, as well as international investors.

## **Snapplify for Education**

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## **Snapplify Accolades**

Snapplify's Snappbox has won multiple awards for revolutionising ebook distribution in schools. In 2018, Snapplify won the Overall EdTech Award at the Reimagine Education Conference in San Francisco and a Reimagine Education Award in the E-Learning category. Snapplify also took first place at the Global Education StartUps Awards South Africa semi-finals - securing a spot in the global finals in London in January 2019. In 2017, Snapplify was recognised by the London Stock Exchange as one of their Companies to Inspire Africa, selected to participate in the World Bank's XL Africa accelerator programme and won the Education Award at the 2017 AppsAfrica.com Innovation Awards. These nominations are testaments to the work that we do

and bolster our commitment to keep taking transformational education solutions to the market.

In support of national-level goals for the South African education sector, Snapplify is working on a project that is set to bring technology and e-learning to all public schools across Gauteng province by 2021. This is the largest national-level intervention in digital education in South Africa at this time. Our commitment to improving access to digital educational content and reducing barriers to entry also extends to trusted partners who have joined with us to further this cause: telecommunications company, Econet Wireless, works with Snapplify to zero-rate hundreds of thousands of digital education ebooks, and make these more easily accessible in Zimbabwe, Zambia, Malawi, Tanzania, Botswana, Lesotho, Ghana, and Uganda. This zero-rating means that educational content downloaded through the partnership channels will have no associated data cost.

**Find out more** | [Website](#) | [Store – South Africa](#) | [Store – Kenya](#) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

#### **Media Contact**

For more information, interview requests or image requests, please contact Marie-Louise Rouget from Snapplify on [mlrouget@snapplify.com](mailto:mlrouget@snapplify.com) or +27(0)21 975 7192.