



15 October 2020

For immediate release

MTN Group named most valuable African brand, worth US\$3,3 billion

MTN Group is pleased to announce that it has been named the most valuable African brand in the Brand Finance Africa 150 2020 ranking, which ascribes a brand value of US\$3,3 billion to MTN.

Brand value is the net economic benefit that a brand owner would achieve by licensing the brand in the open market.

In its survey, Brand Finance said: "Over the last year, Africa's largest mobile operator has celebrated solid profits and impressive subscriber growth."

The survey assessed the impact of COVID-19 on the enterprise value of all brands in its survey, compared to their values on 1 January 2020. It categorised the telecoms sector as 'limited impact', which it said meant "minimal brand value loss or potential brand value growth". This was due to the increasingly important role that mobile operators have played in keeping people connected in the time of the pandemic.

In July, Brand Finance named MTN Group the most valuable South African brand, a result of the group's focus on improving the customer experience for subscribers, as well as uniting 19 000 employees around a shared belief, which is that everyone deserves the benefits of a modern connected life.

ENDS



About the MTN Group

Launched in 1994, the MTN Group is a leading emerging market operator with a clear vision to lead the delivery of a bold new digital world to our more than 260 million customers. We are inspired by our belief that everyone deserves the benefits of a modern connected life. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code "MTN". We are pursuing our BRIGHT strategy with a major focus on growth in data, fintech and digital businesses in Africa.

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