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For immediate release

MTN steps up COVID fight with new campaign promoting mask-wearing

MTN is adding its voice to global efforts to raise awareness about the importance of wearing masks to fight the spread of COVID-19 with today's launch of the #WearItForMe campaign across its markets.

As society navigates the "new normal" brought about by the pandemic, wearing face coverings remains one of the most effective measures to slow its spread. However, many people refuse to wear them, wear them incorrectly, or still underestimate their importance.

"COVID-19 has had profound health and socioeconomic impacts across the world. We empathise and mourn the lives lost to the pandemic. And even though the outbreak appears to be slowing in Africa, now is not the time to be complacent," says MTN's incoming group president and CEO Ralph Mupita.

"With increasing evidence that masks can limit the spread of COVID-19, and eventually eliminate the disease if worn by 80-90% of the population, we need to do what we can to make a meaningful difference. Wearing a mask is not only about protecting oneself, but about respecting and protecting others," says Mupita.

To help drive this behaviour, MTN is committing its September 2020 marketing resources to encourage everyone to do more to save lives. #WearItForMe is the second phase of MTN's Y'ello Hope COVID-19 response initiative. It is a powerful call-to-action using the voices of some of the most influential people in our communities: mothers and mother-figures. They will send heartfelt messages to all the children of Africa to wear a mask and "wear it for me".

The campaign will build on MTN's work carried out under Y'ello Hope to brighten lives and limit the impact of the pandemic, including through providing free data lifelines, zero-rated access to educational sites and using technology for contact tracing and information dissemination through the Africa COVID Communications and Information Platform.

"Wearing a mask is, of course, not the only thing we all need to do to slow the spread of the virus: regular handwashing and strict social distancing are just as important," concludes Mupita.



#WearItForMe will run throughout September. Visit www.wearitfor.me to send a message to someone to encourage them to do the right thing. #WearItForMe: Because when we all wear masks, we protect each other.

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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 customers across our markets. 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.

About Y'ello Hope

Acknowledging our responsibility to make a meaningful impact in people's lives, Y'ello Hope is MTN's highly targeted COVID-19 response initiative harnessing the power of MTN through our brand, resources, capabilities, and technology to brighten lives across Africa and Middle East. Driven with passion and dedication, Y'ello Hope's purpose is to support employees, consumers, society, and government, bringing relief and optimism where needs are greatest.

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