



SOMTEL AND KIRUSA PARTNER TO LAUNCH UNLIMITED CALLING TO AND FROM SOMALIA USING THE INSTAVOICE REACHME™ APP

Somalians living abroad can purchase a local Somalia number on which they can receive and make unlimited calls for \$14.99 a month

Hargeisa, Somalia, and New Providence, New Jersey, July 29, 2019: Somtel, a leading telecommunications company from East Africa, and Kirusa, a global leader in communication solutions over data networks, today announced the launch of Somtel ReachMe, the first-ever unlimited calling package to Somalia, making it easy and affordable for Somalis living abroad to stay in touch with their friends and family in Somalia. The Somtel ReachMe service enabled using Kirusa's InstaVoice ReachMe app, also provides a local Somali number, so that family and friends living in Somalia can call them by dialing a local Somali number.

The Somtel ReachMe service is priced at \$14.99 per month, which can be paid through the Apple or Google store. There is an introductory free trial offer of one week so that users can experience the service before paying. The Somtel ReachMe service provides phenomenal value to the Somali diaspora who frequently call family and friends back in Somalia, with a monthly rate that costs less than one hour of calling using traditional international calling packages.

InstaVoice Reachme is a smartphone app available for iPhones and Android phones, that allows users to roam inexpensively, and to purchase numbers, called ReachMe Numbers, from Somalia and certain other countries. To purchase local Somalia numbers with unlimited calling to and from Somalia, users can follow the steps below:

1. Download the InstaVoice ReachMe App from Google Play store or Apple App store
2. Register with and validate your existing mobile number (e.g., A person living in the USA, can register with his/her US mobile number)
3. Choose the option to buy a number and select Somalia as the country
4. Pick your desired Somtel number from the list of available Somalia numbers. Further, view the details of the monthly subscription plan
5. Click on subscribe and you are all set to start using the Somtel number from within the ReachMe app

After subscribing to the Somtel ReachMe service, the user can immediately start using the ReachMe app for making calls to any Somtel number in Somalia (including Puntland and Somaliland). Further, they can share their number with friends in Somalia, who can call the Somtel number as a local call. When someone in Somalia calls the number, the ReachMe app on the user's phone will ring, and the user can pick up the call and speak. The unlimited calling is subject to a fair usage policy suitable for personal use.

Inderpal Singh Mumick, Founder, Chairman & CEO, Kirusa said, "We are happy to partner with Somtel to make it easy and affordable for the millions of Somalia diaspora to stay in touch with friends and family back home. Users can purchase Somalia numbers, make unlimited calls to Somalia, and receive unlimited calls, at a fixed price, without the risk of bill shocks."

Salah Mokhtar, CEO of Somtel said, "We are proud to partner with Kirusa to solve the problems that



Somalian diaspora is facing to call Somalia. We selected Kirusa for their patented technology, excellent voice quality, and scalability and reliability of their platform. By launching the service in less than sixty days from setting up our partnership, Kirusa has surpassed our expectations. We expect to innovate several interesting products together for the Somali market.”

Targeted at the diaspora and international travelers, Kirusa’s InstaVoice ReachMe app allows users to roam easily and inexpensively, and to purchase virtual foreign numbers. Currently, numbers are available from the US, UK, Canada, and France, with Somalia being the latest addition to the list. ReachMe uses a multi-ID architecture, allowing up to 10 virtual numbers to be linked to an account and used on any device.

About Somtel

Somtel is a telecommunications company that was established in 2009 in Hargeisa, with the widest coverage by any telecom company. Somtel’s network coverage starts from Somaliland to Puntland and Somalia. It quickly rose to be one of East Africa’s leading telecommunication company with its outstanding services. Somtel’s mission is to deliver the best-in-class total customer experience domestically and internationally, to deliver attractive returns to its customers via its services and support the economic development in Somaliland and all the markets it operates in. Somtel aspires to be the most admired telecom group in the market and strives to consistently foster innovation, in addition, to deliver first-in-market technologies and get it to the hands of its subscribers wherever they are situated. This is evidenced by its expeditionary trials of 4G service, which was first-ever in the region. Such diverse technological expertise has helped Somtel capture significant market share as it grows with so many services, including voice call, muraad bundles and VoIP. It has changed the market dynamics and continues to provide affordable mobile voice calls and internet access for millions of people. Somtel’s performance and services have been widely recognized by the industry and it is rewarded by tremendous loyalty of its customers everywhere. For more information, visit www.somtelnetwork.net.

About Kirusa

Kirusa is reimagining messaging and voice in the data era. Embracing the paradigm shift in enterprise messaging, we are helping enterprises plan and implement IP messaging strategies that create exciting possibilities for customer engagement. Kirusa’s technology and connectivity to OTT messaging platforms and RCS providers and carriers, including Google, enables enterprises to build and deploy chatbots. Enterprises can use these chatbots to have conversations with their audience with rich media, natural language processing, and machine learning, over OTT messaging apps, and the built-in Android messages app using RCS. Our solutions include **Kirusa Konnect™**, an omnichannel Communications Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement with chatbots, IP messaging, SMS and voice; **InstaVoice®**, a unique call completion solution that provides visual voicemail, missed calls, availability and ring, and helps mobile carriers monetize missed calls in their networks; **InstaVoice ReachMe**, a smartphone app using voice over data to provide inexpensive voice roaming and virtual numbers; and **Kirusa Channels**, a platform that allows fans to connect with their favorite celebrities. Thousands of enterprises and over a hundred million users benefit from our solutions. We have partnerships with over fifty mobile carriers. Kirusa’s solutions are built on its patented technology and highly reliable, scalable multimodal and cloud platforms, which manage over 3 billion transactions and over 100 million active users every month. Headquartered in New Jersey and led by an



experienced team of mobile technologists, Kirusa has offices in three continents. For more information, visit www.kirusa.com.

For Kirusa

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