

MoboFree.com making buying, selling online easy

The MoboFree technological platform is reportedly making buying and selling online easy for all African users - not only via PCs and smartphones, but also via older/feature phones. The company is expecting the total volume of items for sale in its marketplace to reach \$1.5bn by 2015.



MoboFree is a social marketplace with a unique user-centric approach rather than the traditional item-centric approach. It allows its buyers and sellers to obtain a large amount of personal information about one other - ranging from photos and mutual friends to ratings or other data that enables identification of whether or not a person is trustworthy.

With 3.3 million registered users, including 2 million in Nigeria and a strong footprint in Zimbabwe, Uganda and Ghana, MoboFree.com is among the largest and most successful mobile social and trusted classifieds platforms in Africa.

Members upload thousands of new classifieds every day, generating an average of 60 million page impressions monthly. Best-selling items are phones, tablets and mobile devices, followed by clothes, fashion and beauty and electronic devices.

"Africa is home to six of the ten fastest-growing economies in the world. Our strong performance once again confirms the success of our model and is indicative of the high level of activity in all markets in which we operate. We are now looking for new partners with which to share our exciting expansion plans as we see enormous opportunities arising in Africa," says MoboFree CEO and Co-Founder Neringa Kudarauskiene.



Negotiation and communication during the buying/selling process is a very important part of African culture. MoboFree allows its members to communicate and negotiate conveniently without leaving the platform. They can do this via private messages or via chat. MoboFree members send over 8 million private messages per month.

For more, visit: <https://www.bizcommunity.com>