



#datafree™

# Moya Messenger #datafree Audience Profile

July 2019

# OVERVIEW

Moya Messenger is a fully functional #datafree messenger which also gives users access to a wide range of #datafree content in its Discover area.

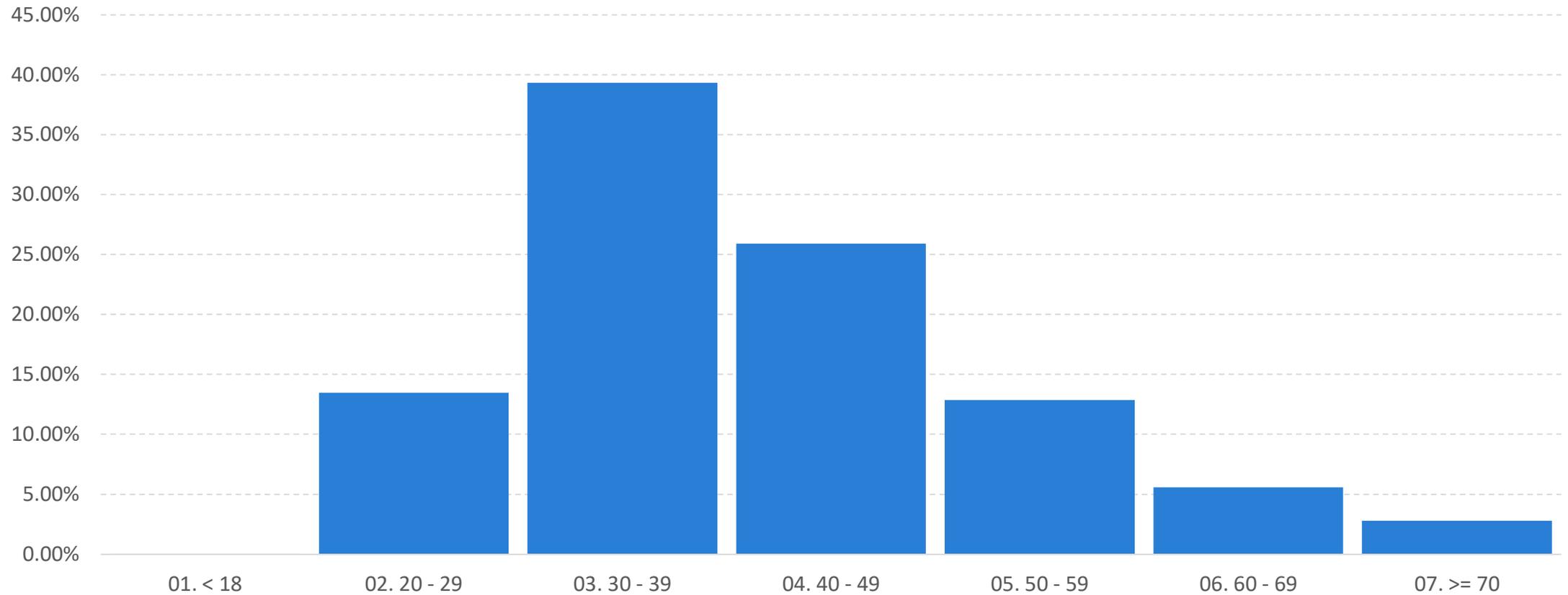
## USER PROFILE ENRICHMENT

In July 2019 we used the services of Omnisient (<http://omnisient.com>) to enrich the profiles of Moya users. In November 2019 Moya has 1.5 million monthly active users (MAUs) 0.8M of which are Daily Active Users.

Omnisient has created a secure data exchange that enables businesses to businesses data sharing that eliminates compliance and data security concerns. Intersect enables each business to encrypt (tokenise) all personal information of customers/users before sharing the data in a decentralized cloud environment. This makes it possible for any business to load their data to the platform and derive insight from the platform while being totally popia compliant. Omnisient sourced a reputable data vendor named Strive ([www.strive.co.za](http://www.strive.co.za)) to profile the Moya user base. Strive currently provides analytical growth solutions to a number of banks, retailers and insurers and have a base of 23 million consumers that could be matched to Moya based on encrypted cell numbers. Strive have a history of creating demographic insights and lifestyle indicators that have been sourced from publicly available and derived analytics.

# 65%\* IS BETWEEN 30 - 50

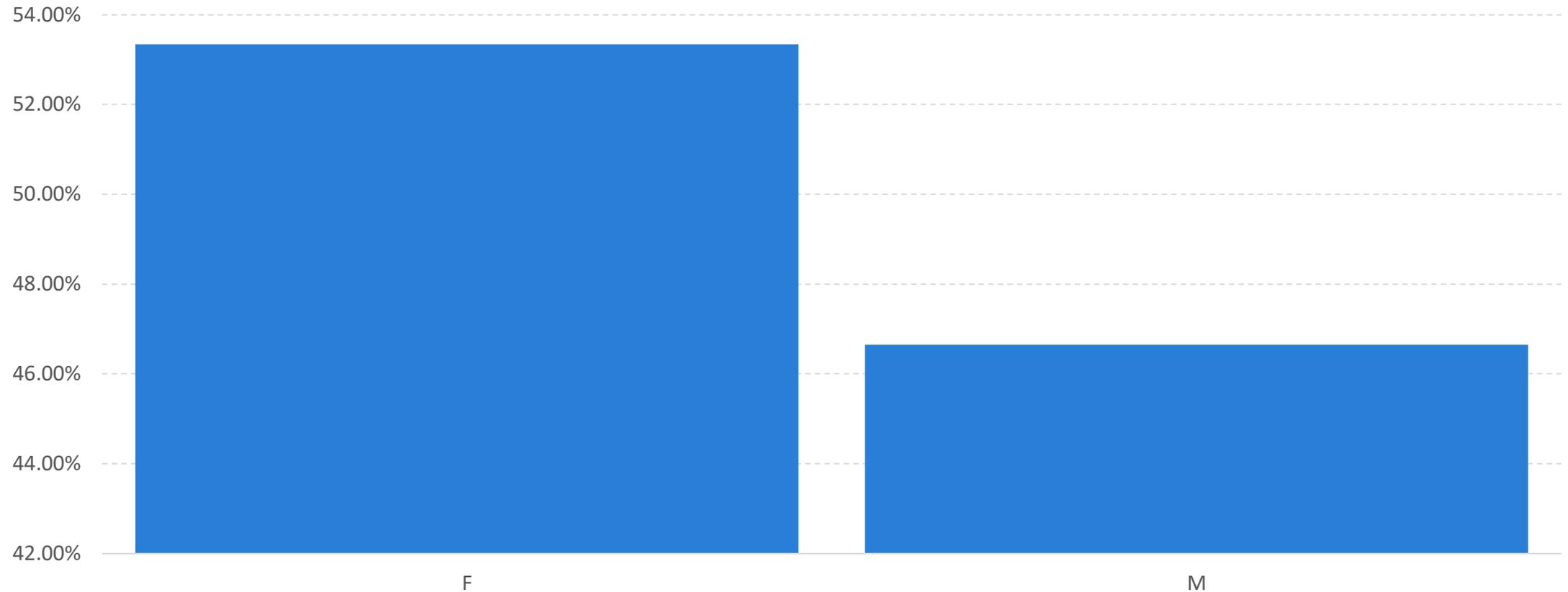
% of Enriched Population by Age Group



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# 53%\* IS FEMALE

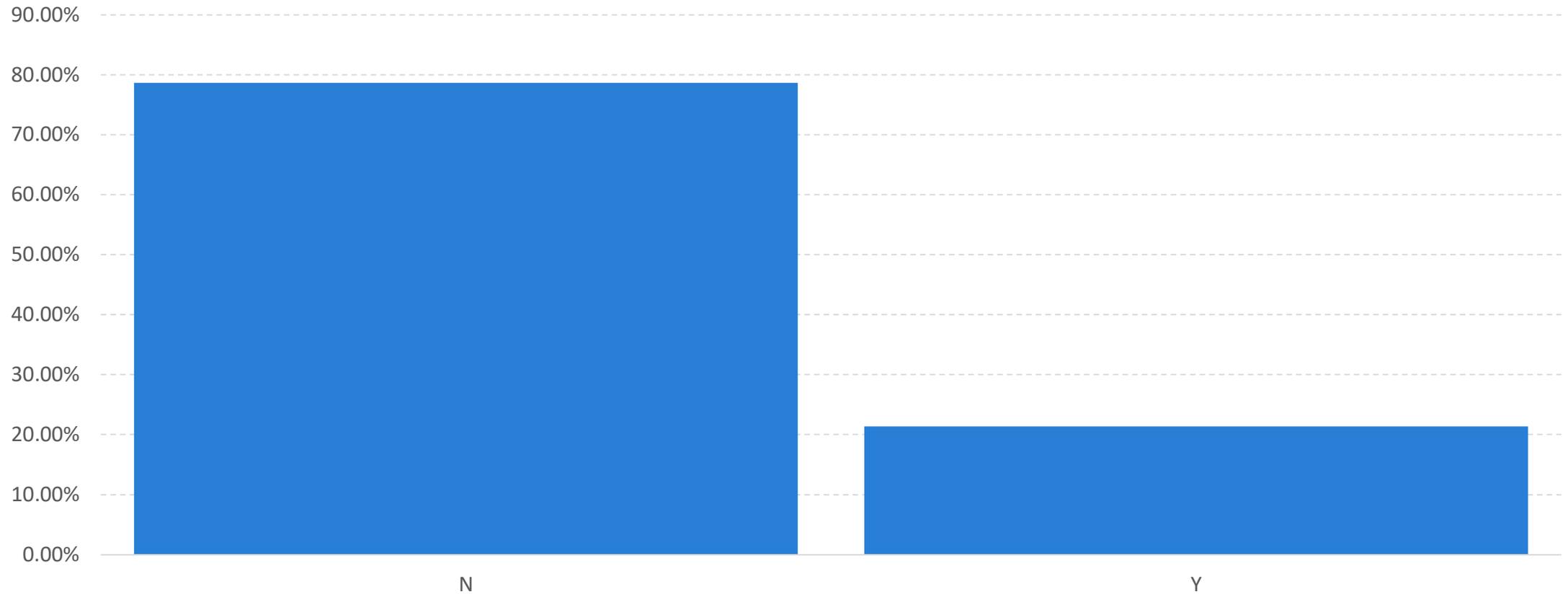
% of Enriched Population by Gender



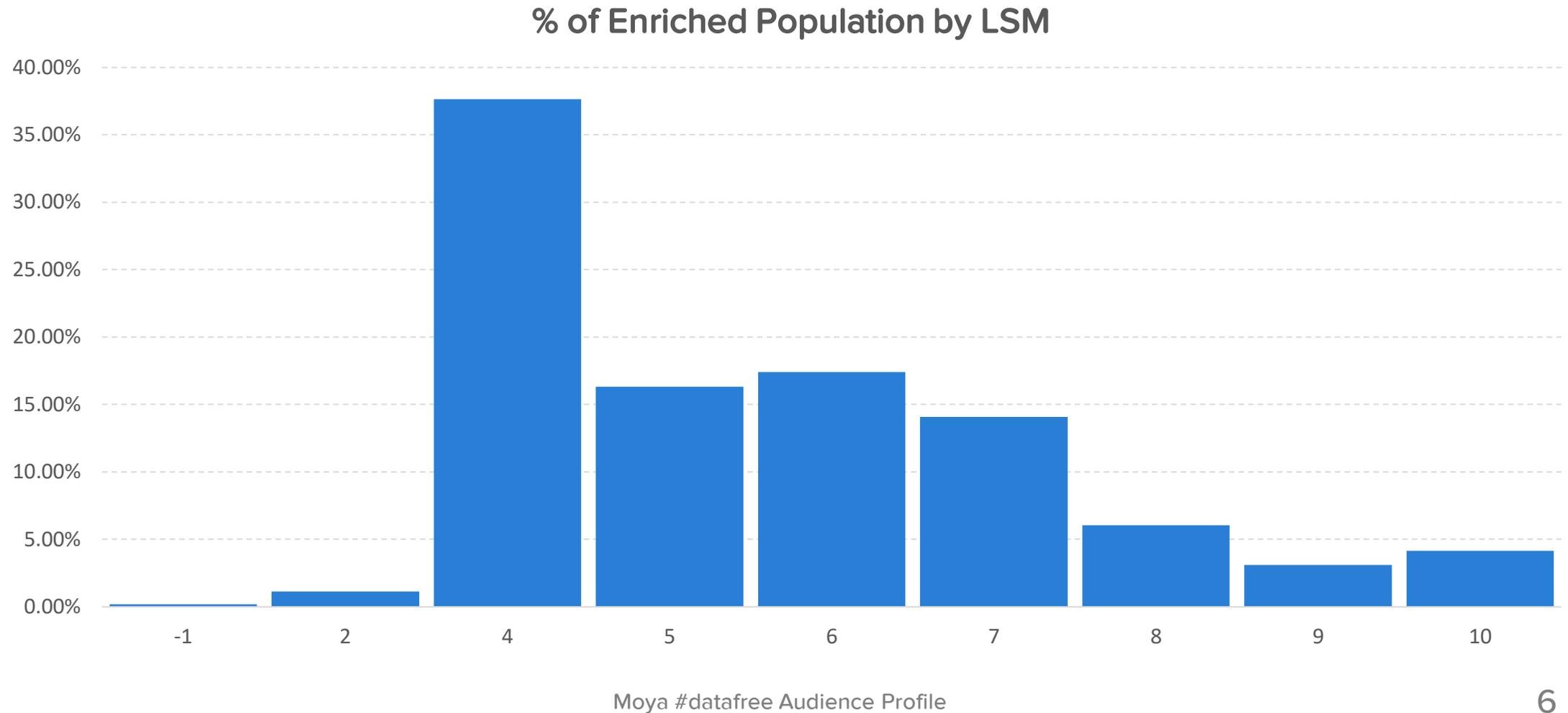
\*OF THE ENRICHED MOYA POPULATION

# 23%\* IS MARRIED

% of Enriched Population by Marital Status



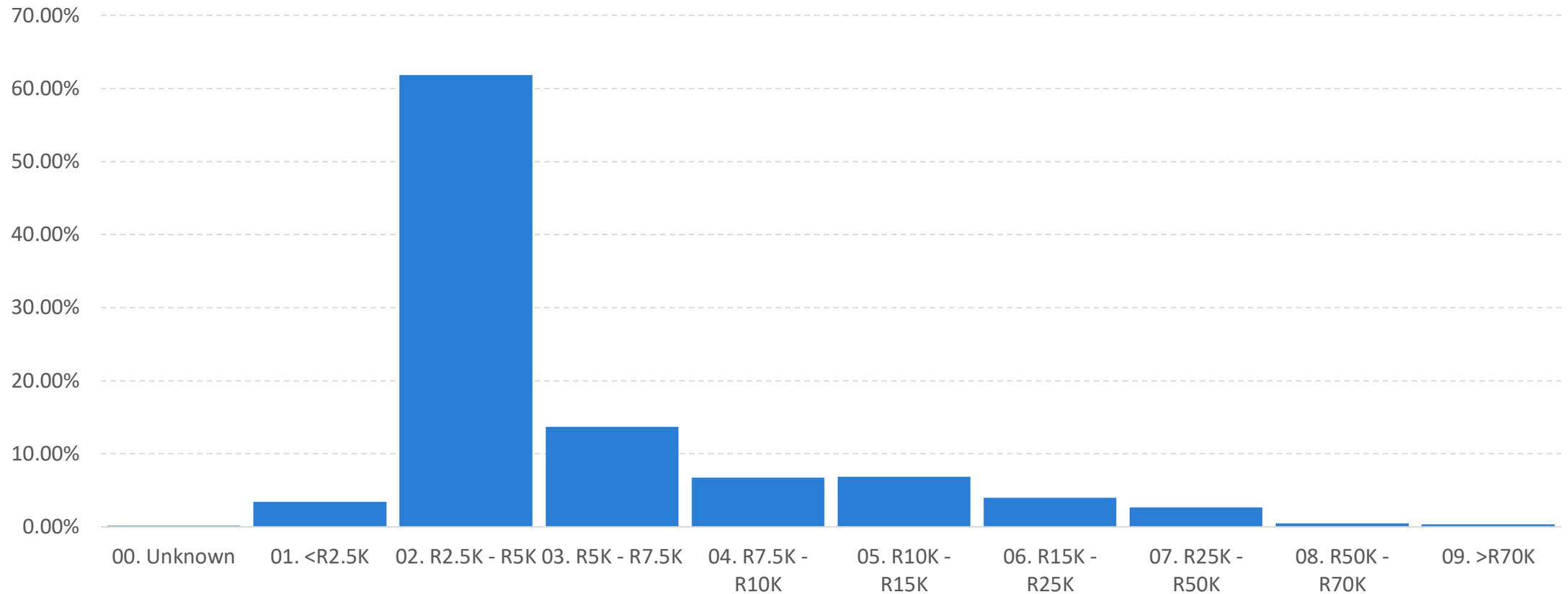
# 29%\* IS LSM 7-10



\*OF THE ENRICHED MOYA POPULATION

# 15%\* EARN MORE THAN R10k PER MONTH

% of Enriched Population by Monthly Salary Prediction

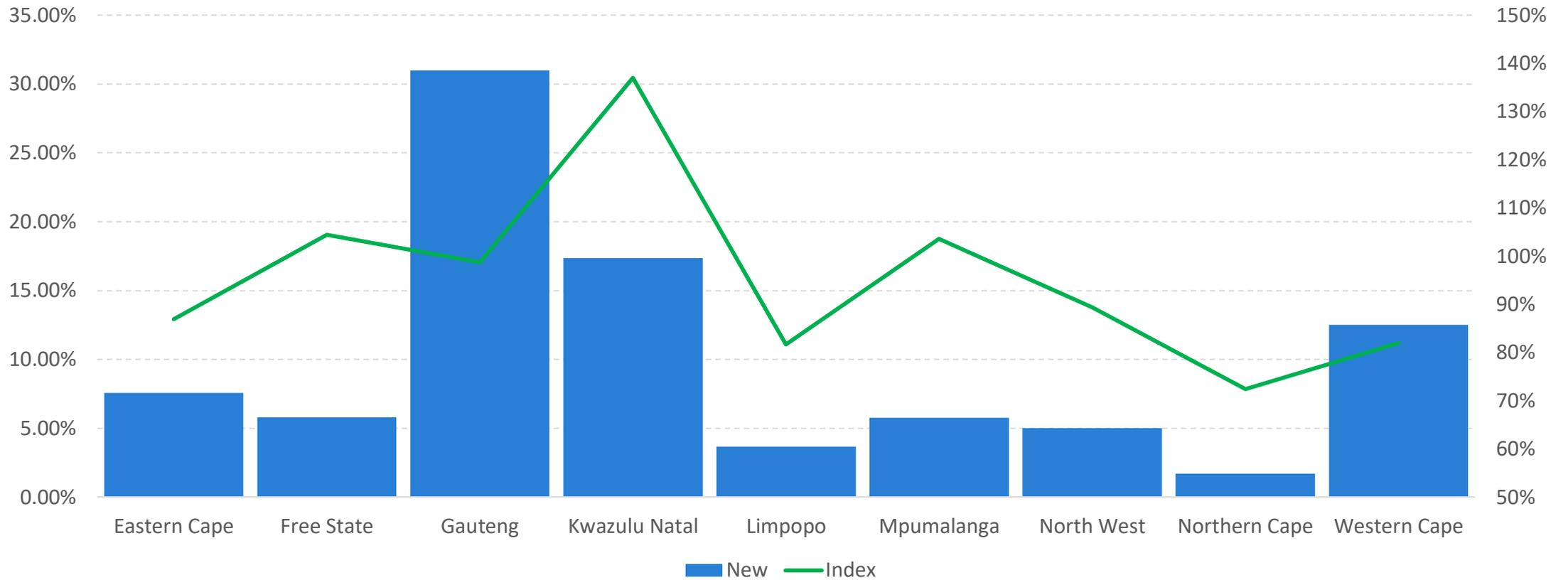


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\*OF THE ENRICHED MOYA POPULATION

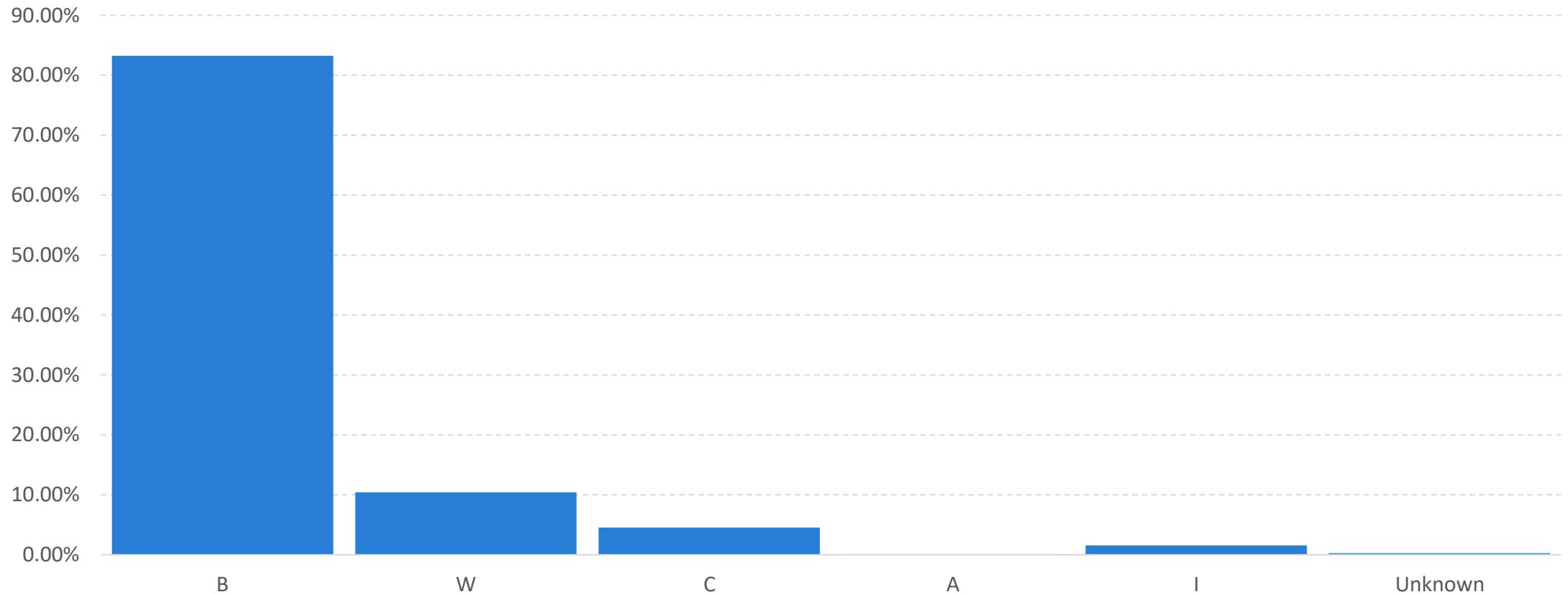
# BROADLY REPRESENTED GEOGRAPHICALLY (OVER INDEX IN KZN AND UNDER INDEX IN CAPE & LIMPOPO)

% of Enriched Population by Province and Index to Universe Distribution



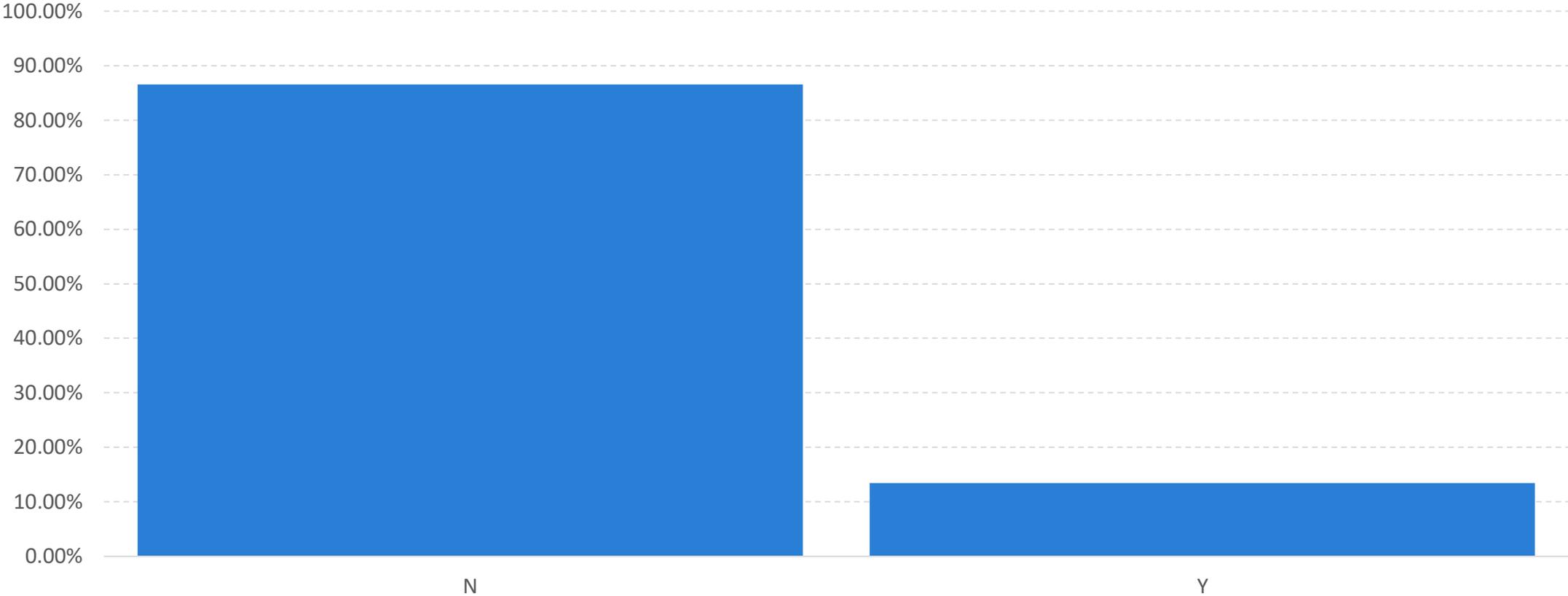
# 82%\* PREDICTED TO BE BLACK

% of Enriched Population by Predicted Ethnicity



# 15%\* HOME OWNERS

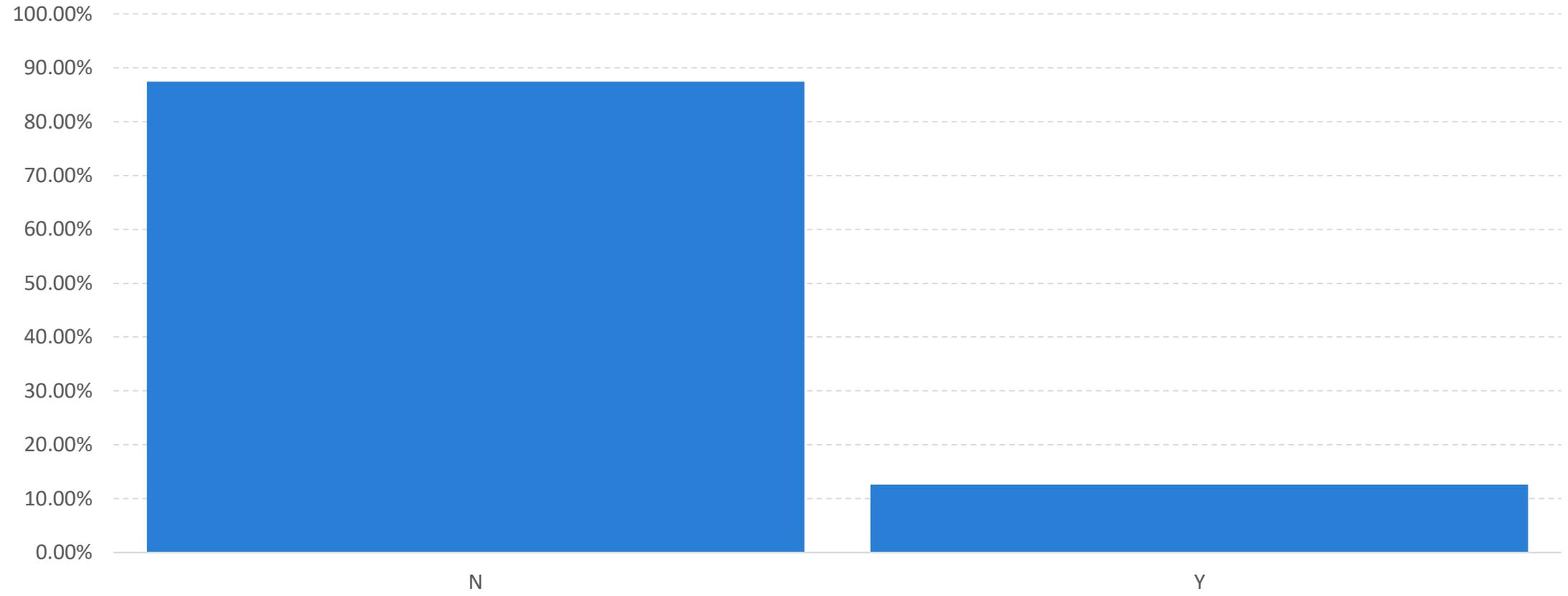
% of Enriched Population by Home Ownership



\*OF THE ENRICHED MOYA POPULATION

# 13%\* DIRECTORS OF BUSINESSES

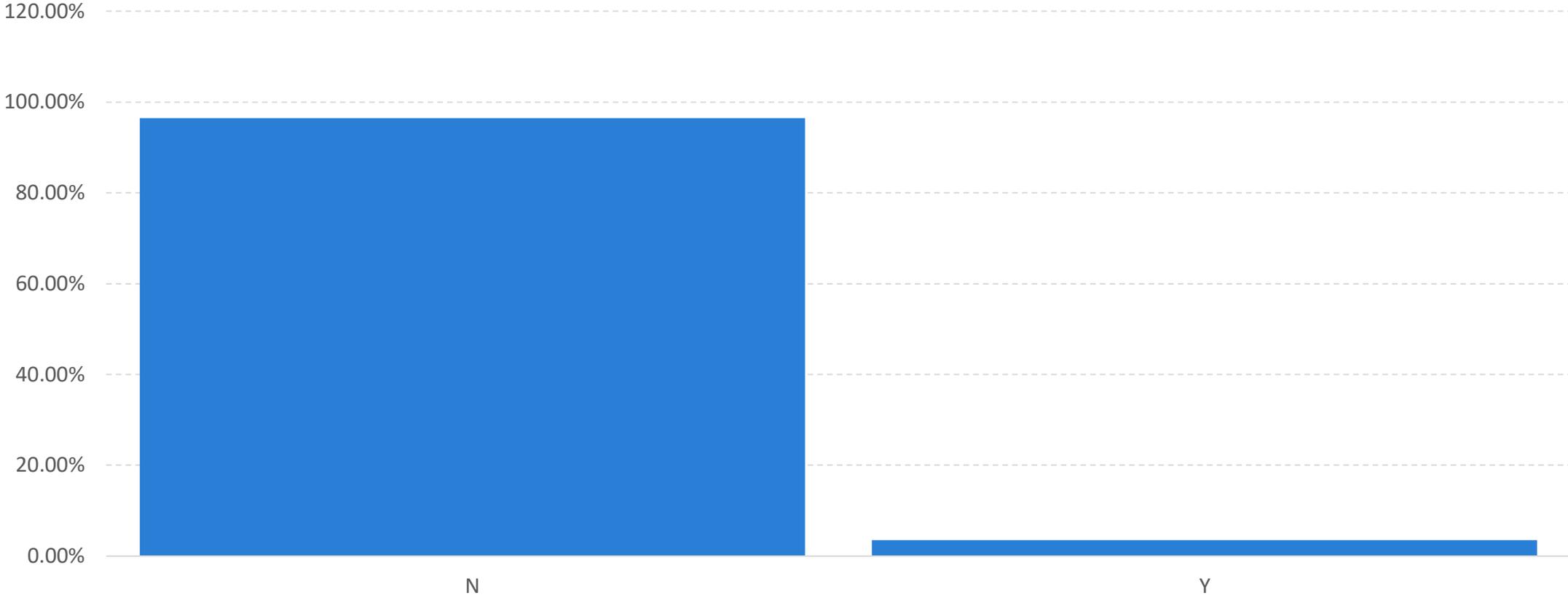
% of Enriched Population by Directorship



\*OF THE ENRICHED MOYA POPULATION

# 4%\* ARE PREDICTED ENTREPRENEURS

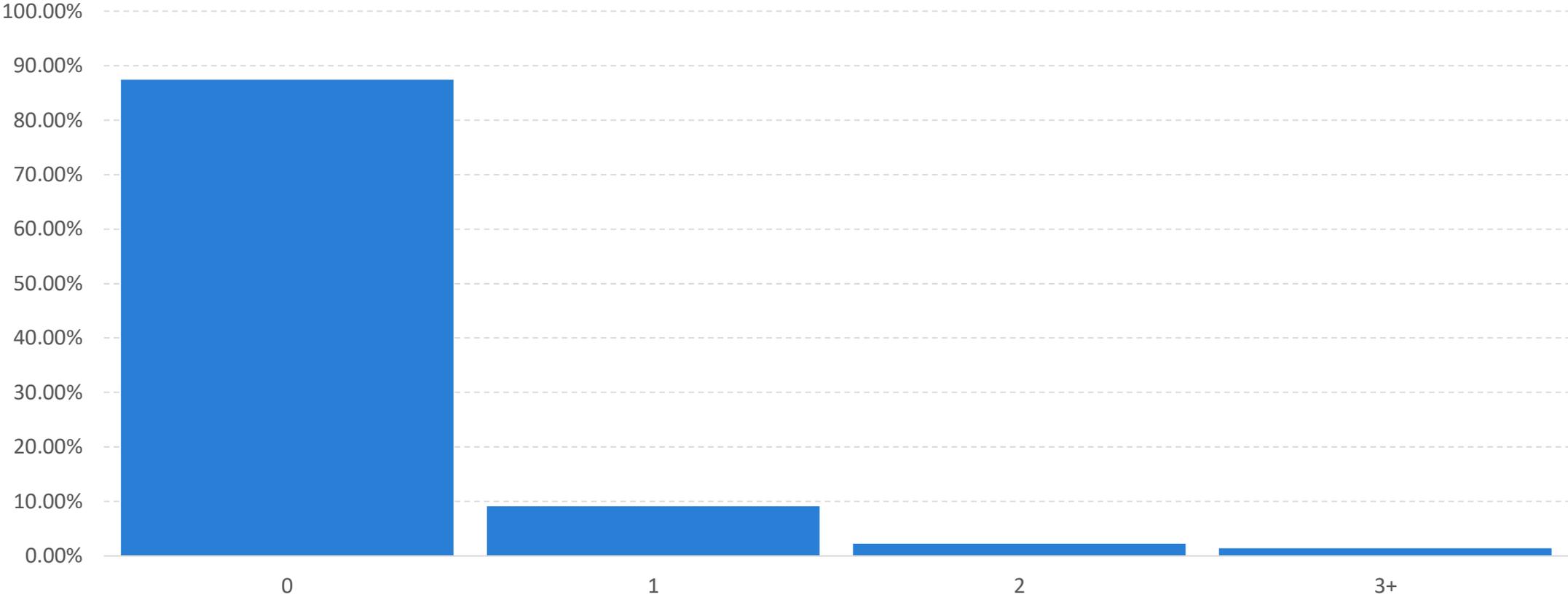
% of Enriched Population by Predicted Entrepreneur



\*OF THE ENRICHED MOYA POPULATION

# 1.5%\* ASSOCIATED TO 3 OR MORE COMPANIES

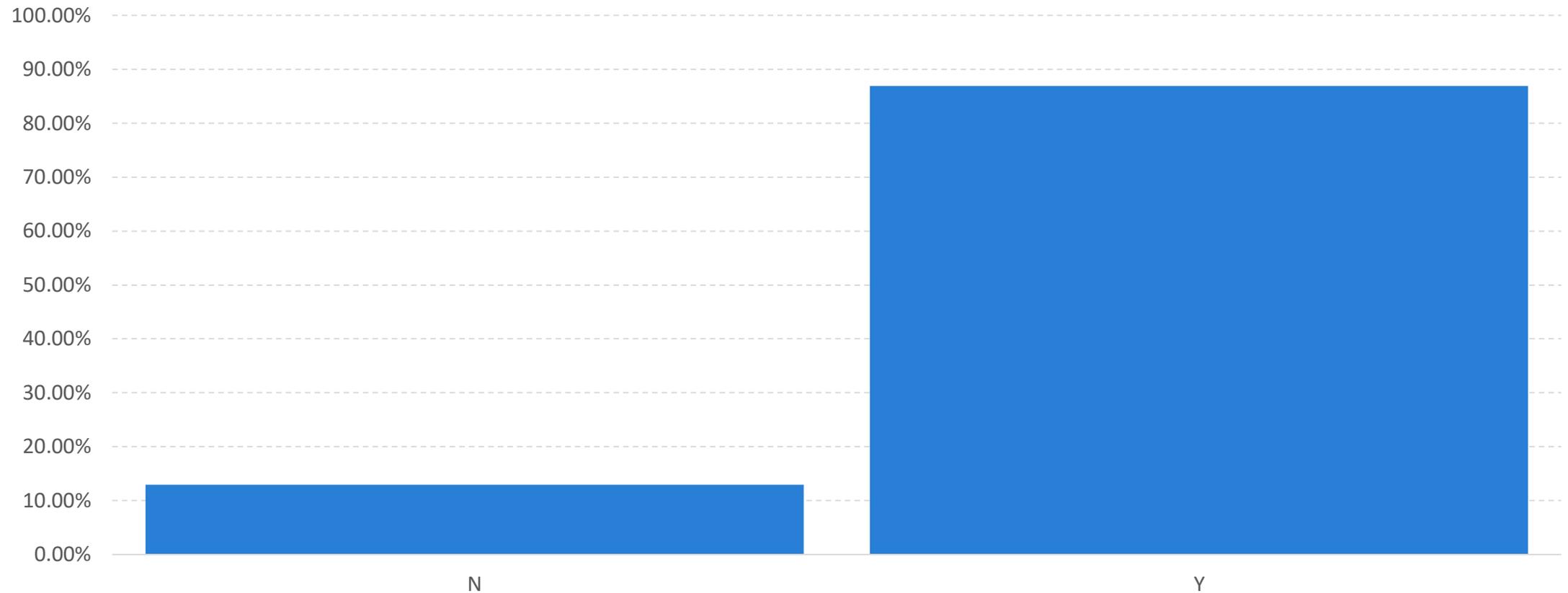
% of Enriched Population by Associated Companies



\*OF THE ENRICHED MOYA POPULATION

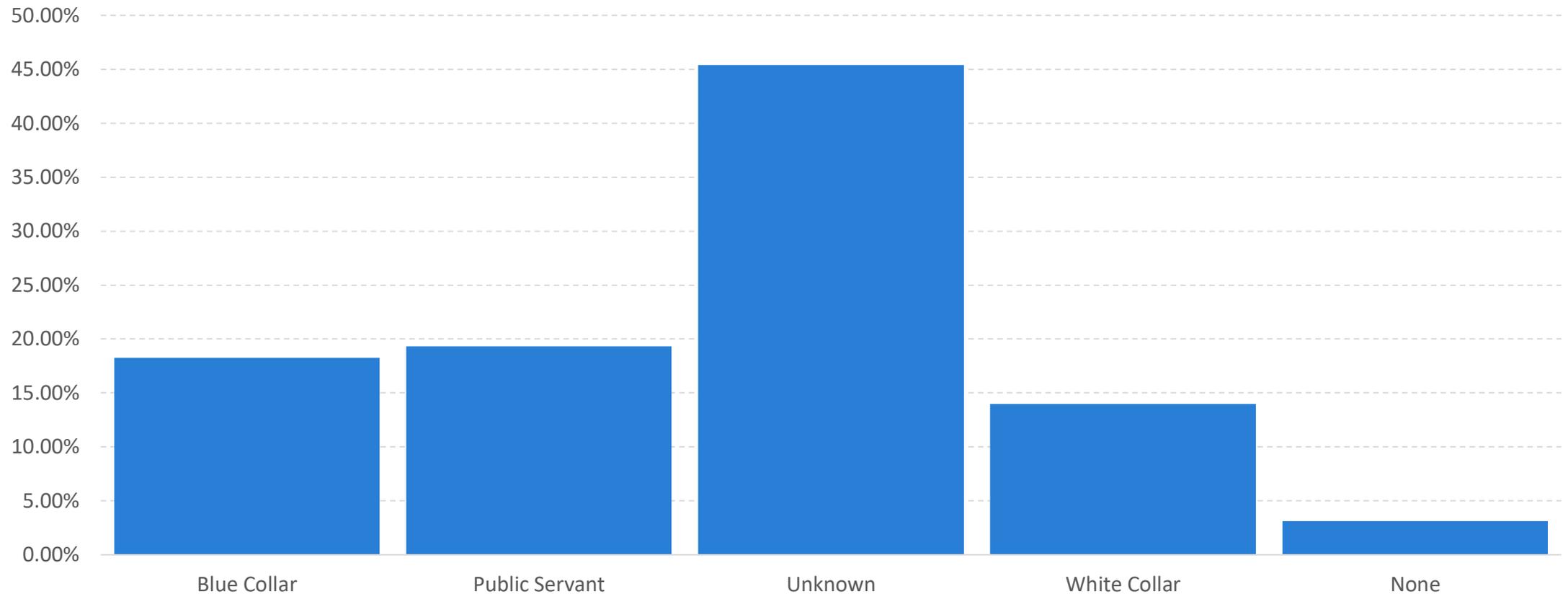
# 87%\* ARE CREDIT ACTIVE

% of Enriched Population by Credit Active



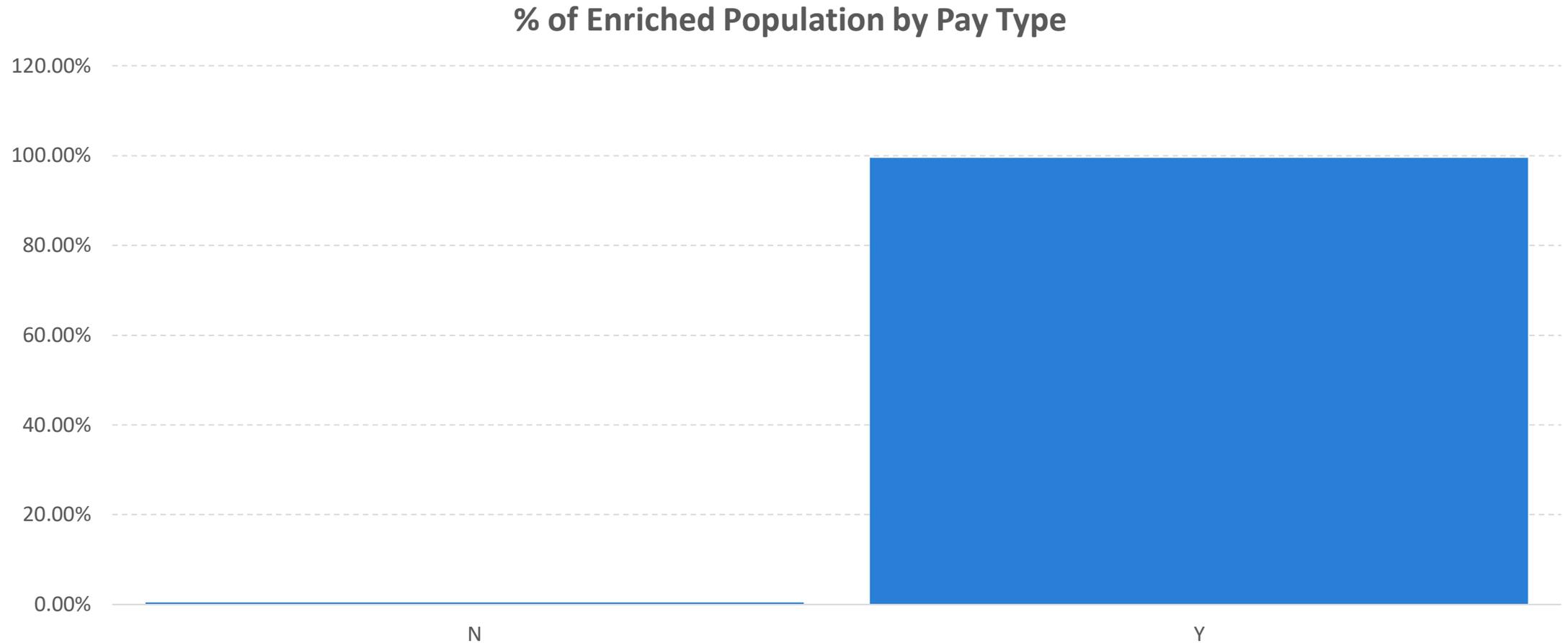
# 20%\* ARE PREDICTED PUBLIC SERVANTS

% of Enriched Population by Pay Type



# 99.5%\* ARE SOUTH AFRICAN CITIZENS

2.5% of the numbers loaded are not SA format (not matched)



# CONTACT

Moya Messenger is owned, managed and powered by biNu Africa.



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<https://bi.nu>