



PRESS RELEASE

Out There Media strengthens African presence with 9mobile exec appointment

Lagos, 09th of July, 2021: [Out There Media](#) (OTM), a global leader in mobile advertising and data monetization, today announced the appointment of Olaniyi Adefabi as Senior Project Manager & Delivery Lead for West Africa. Adefabi joins Out There Media following a nine-year tenure at 9mobile, one of Nigeria's largest telcos.

At Out There Media, Adefabi will work closely with the company's telco customers to strategize, plan, manage, and successfully execute integration projects of mobile advertising solutions utilizing Out There Media's proprietary technology platform Mobucks™. Adefabi will initially be focused on projects in Nigeria, Ghana and Ivory Coast.

Adefabi brings with him over 15 years' digital media experience, having held roles spanning digital businesses, messaging services, as well as data services. In addition to his time at 9mobile, Adefabi also held roles at Visafone Communications (now part of MTN Nigeria).

"I'm delighted to be joining the Out There Media team at such an exciting time for the company," said Olaniyi Adefabi, Senior Project Manager & Delivery Lead for West Africa, Out There Media. "The company is working with some leading operators in West Africa and I'm looking forward to leaning on my expertise to nurture and further grow those relationships and ultimately see the delivery of some fantastic mobile advertising campaigns."

Commenting on the appointment, Donald Mokgale, CEO Sub-Saharan Africa, Out There Media said: "We're super excited to have Olaniyi join our team as we continue to grow and expand our operations in Africa. We're looking forward to seeing Olaniyi leverage his skills and expertise to help our telco customers continue their digital transformation journey, strengthen their digital advertising strategies and become substantial players in the digital ad space while delivering strong campaigns via our mobile advertising technology platform Mobucks™".

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About OTM

Out There Media is the international leading mobile advertising company that uniquely links mobile operators with advertisers via its proprietary, award-winning technology, Mobucks™.

The company's platform enables operators to become a substantial player in the digital ad space and unlock significant revenue streams for them, and brands and agencies to reach their audiences, in a highly targeted manner, leading to unprecedented levels of consumer engagement.

OTM works with Fortune 500 companies such as Unilever, Pepsi, Nestle, L'Oreal, Coca Cola, P&G and mobile operators such as Vodafone, Vodacom, Telenor, Starhub, Zain or MTN Group. The Company is headquartered in Vienna, Austria with operations across the globe.

Out There Media Africa

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