



Africa Private Equity News launches messaging platform – Connect

Press release - July 2022

Africa Private Equity News, a leading industry information service, has launched a revamped version of its mobile app available via the Apple App and Google Play stores. The update includes the **Connect** in-app, direct massaging platform, enabling users to access and engage with industry and services specialists, business and fundraising contacts or informally reconnect with peers and old colleagues.

After more than seven years, Africa Private Equity News is still the leading African investment hub offering the private capital industry unparalleled news and on-the-go investor tools. Over the last five years, the platform more than tripled its users and social media followers, further establishing itself as an authoritative information source for private equity and venture capital activity on the continent.

The platform is supported by four major industry players – the Southern African Venture Capital and Private Equity Association (SAVCA), Standard Bank Corporate and Investment Banking and Intercontinental Trust Limited (ITL). This year, we are proud to welcome the East Africa Private Equity & Venture Capital Association (EAVCA) – joining hands with our existing, long-term sponsors to champion and promote East African investment initiatives.

Eva Warigia, CEO – EAVCA: “Africa Private Equity News is addressing a critical aspect of the ecosystem by providing at hand, through its different platforms, continental deal news for investors to gain a fair position of the market.”

Yusuf Abrahams, Africa Private Equity News co-founder and Head of Technology, continues: “**Connect** is the result of extensive user experience research conducted over the past two years. There is an urgent need for investment professionals across the board to network and engage with each other around current deal news, views and trendspotting articles published on the app. **Connect** was built to address this growing challenge. We also took the opportunity to update the backend technology to keep pace with software development and added a much-needed venture capital (VC) category on the landing page to reflect and host the latest VC news from across the continent. I hope our existing and new users enjoy our improved offering.”

Concludes Jaco Maritz, Editor-in-chief – Africa Private Equity News: “The value-add of Africa Private Equity News is that it is a niche platform focused on Africa’s private equity and venture capital community. With all the important news and analysis on one platform, it removes the need for investment professionals to trawl dozens of websites to stay up to date with the latest industry developments and trends. We are extremely proud of version nine of the app, and trust our users will welcome the new **Connect** feature.”

About Africa Private Equity News

Africa Private Equity News is the #1 must-have investment tool for the private equity, venture capital and broader private capital industries in Africa. It provides the latest private equity news, interviews and features; an IRR reckoner; exchange rates; events calendar, job board and much more.

Connect is an African Private Equity News Version 9 feature. While the app, including membership registration, remains free, **Connect** is a subscription-based facility.

About EAVCA

EAVCA is the umbrella organisation that represents private equity and venture capital funds in East Africa. Established by seven founding fund managers with operations in East Africa, the association has grown over the last five years to a current membership of 65 companies representing DFIs, PE and VC fund managers, asset managers, and advisory firms.

Website: www.eavca.com