

CABANGA AFRICA GROUP · SINCE 2017

# PAN-AFRICAN BUSINESS MEDIA & DIGITAL INFRASTRUCTURE

MOVE BUSINESS FROM STRATEGIC  
THOUGHT TO DECISIVE ACTION.

The Pan-African media & e-commerce powerhouse operating across 24 countries — integrating high-level industrial intelligence with world-class digital execution.

**127+**

SUCCESS STORIES

**7,000+**

BUSINESS ARTICLES

**1.8M**

DOWNLOADS

**24**

COUNTRIES

# WHO WE ARE

Cabanga Africa Group is a pan-African media and digital infrastructure ecosystem, founded in 2017 and built around a single conviction: that Africa must think for itself, tell its own stories, and define its own economic future.

Operating across 24 African countries, from Cape Town to Cairo, the Group integrates business media, digital platforms, and growth systems into one unified framework — designed to position African businesses for visibility, authority, and scalable expansion. We do not treat media, technology, and marketing as separate trades. We operate them as a connected ecosystem, where intelligence informs infrastructure, infrastructure enables growth, and growth feeds back into intelligence. The result is an operating system for African enterprise: a way for businesses to move from being merely present to becoming market leaders.

**“We build the platforms, intelligence, and digital systems that enable African businesses to move from visibility to market leadership.”**

OUR DIRECTION · MISSION & VISION

MISSION

**Move African business from visibility to market leadership.**

To build the platforms, intelligence, and digital systems that enable African businesses to compete, scale, and lead.

PERSPECTIVE

**Africa is not one market — it is a connected landscape.**

Regions, sectors, cultures, regulations, and growth conditions each carry their own business rhythm. We were built to move through that complexity with clarity.

**15K+**

DIRECT SUBSCRIBERS

**14**

PUBLICATIONS

**R500M**

PORTFOLIO  
ENGINEERED

**2017**

BUILDING SINCE

# FOUR PILLARS, ONE PURPOSE

The Group is organised around four divisions that operate as a single, connected ecosystem.

01

## INTELLIGENCE — MAGAZINES & MEDIA

A network of 12 regional business publications built on the philosophy of “to think.” With 7,000+ articles and 1.8 million downloads, the media division delivers on-the-ground operational intelligence across fintech, mining, infrastructure, and manufacturing.

02

## INFRASTRUCTURE — WEB & PLATFORMS

High-performance websites and platforms that function as global business headquarters — engineered for visibility, credibility, and conversion. From SME platforms to enterprise-grade systems, every build prioritises performance, mobile optimisation, and long-term search authority.

03

## GROWTH ENGINES — DIGITAL MARKETING

Structured marketing systems that transform visibility into measurable growth. Combining search optimisation, paid media, content distribution, and data-driven execution, we move businesses from audience reach to genuine customer acquisition.

04

## HUMAN CAPITAL — NAVIGATOR ACADEMY

The Digital Navigator Certification teaches the trade of digital marketing rather than individual platforms — equipping participants with the strategic thinking, execution capability, and analytical understanding to plan, implement, and measure campaigns with confidence.

— CHOOSE YOUR ENTRY INTO THE ECOSYSTEM —

### A DIGITAL PLATFORM

Websites, e-commerce, and platforms engineered for African growth markets.

### BUSINESS GROWTH

Full-stack digital marketing — from visibility to bespoke lead-generation engines.

### MARKET INTELLIGENCE

12 regional publications and continental business intelligence across Africa’s real economy.



# FROM VISIBILITY TO MARKET LEADERSHIP

Digital presence alone does not drive growth. We deliver structured, full-stack marketing that aligns strategy, media, advertising, content, and analytics into one measurable growth system.

ESTABLISH CREDIBILITY <b>BASIC</b> <b>\$127</b> /mo	GENERATE LEADS <b>GROWTH</b> <b>\$297</b> /mo	MARKET LEADERSHIP <b>BESPOKE</b> <b>Custom</b>
<ul style="list-style-type: none"> <li>■ Basic Google ad</li> <li>■ Google Business Profile</li> <li>■ Social — 2 platforms, 15 posts/mo</li> <li>■ 1 ecosystem listing</li> <li>■ 1 email campaign</li> </ul>	<ul style="list-style-type: none"> <li>■ Lead-gen ads (Google + Meta)</li> <li>■ Social — 4 channels, 30 posts + 4 reels</li> <li>■ 2 feature articles</li> <li>■ 2 email campaigns</li> <li>■ Monthly analytics &amp; reporting</li> </ul>	<ul style="list-style-type: none"> <li>■ Custom advertising solutions</li> <li>■ Unlimited paid media</li> <li>■ CRM &amp; marketing automation</li> <li>■ Dedicated social manager</li> <li>■ Ongoing content, PR &amp; placements</li> <li>■ Advanced analytics &amp; advisory</li> </ul>

All packages: minimum 6-month contract, paid monthly.

— HOW WE WORK

<b>01</b> <b>DISCOVERY</b> Market, goals & ambition	<b>02</b> <b>STRATEGY</b> Tailored growth plan	<b>03</b> <b>EXECUTION</b> Campaigns launched	<b>04</b> <b>REPORTING</b> Monthly review	<b>05</b> <b>GROWTH</b> Optimise & scale
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**R1M → R10M+. Telox’s revenue grew ten-fold and funded two more companies. Evertol scaled from a R10k startup to a R500M continental portfolio across 30+ countries.**

# THE DIGITAL NAVIGATOR CERTIFICATION

The only platform-independent digital marketing certification built on Africa-native frameworks — teaching the strategy, psychology, and business intelligence that make every platform work. They teach you the tool; we teach you the trade.

<b>6</b> MODULES	<b>24</b> LESSONS	<b>19</b> ASSIGNMENTS	<b>\$99</b> ONE-TIME
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— THE INTELLECTUAL CORE · FIVE PROPRIETARY FRAMEWORKS

## THE VISIBILITY MATRIX

A four-pillar model — Media, Mass, Motive, Money — that treats visibility as an engineered system, not an accident.

## THE WILDEBEEST THEORY

Anticipating audience migration between platforms and positioning your brand ahead of the exodus.

## THE WATERHOLE THEORY

Showing up in the digital spaces where your customers already gather and trust already exists.

## EMOTIONAL BANKING

How trust becomes loyalty and loyalty becomes revenue — every interaction a deposit or a withdrawal.

## SOFT MARKETING THEORY

How to influence and sell without ever appearing to sell — building demand that paid advertising cannot replicate.

### STANDARD — \$99

6 modules · 24 lessons · 19 assignments. Final assessment and verifiable digital certificate. Self-paced, completable in 7 days, 60-day access.

### COACHED — \$199

Everything in Standard, plus 1-on-1 mentorship, assignment feedback, and weekly guidance. Corporate enrolments available for teams of five or more.

# AFRICA THINKS HERE

A continental network of 12 regional magazines and 2 specialist journals — each named for the phrase “to think” in a local language.

<p><b>CABANGA</b> SA &amp; ESWATINI FLAGSHIP · 2019 Nguni for “to think.” Banking, manufacturing, real estate. 100+ issues, 10,000+ readers.</p>	<p><b>KUFUNGA</b> ZIMBABWE FOUNDING · 2017 Shona for “to plan deliberately.” Agriculture, mining, manufacturing, enterprise resilience.</p>	<p><b>MOAKANYI</b> BOTSWANA &amp; LESOTHO Mining, tourism, agribusiness, financial services; cross-border integration.</p>
<p><b>DHILADHILA</b> NAMIBIA Oshiwambo for “to think.” Energy, logistics, manufacturing, commercial property.</p>	<p><b>FIKIRIA</b> EAST AFRICA Swahili for “to think.” Kenya, Tanzania, Uganda, Rwanda — fintech, logistics, agribusiness.</p>	<p><b>GANIZO</b> ZAMBIA &amp; MALAWI Chichewa for “thought.” Mining, energy, financial services.</p>
<p><b>HLEKETA</b> MOZAMBIQUE Xitsonga for “to reflect.” Energy, logistics, tourism, trade.</p>	<p><b>IRONU</b> NIGERIA &amp; WEST AFRICA Igbo for “to think deeply.” Fintech, manufacturing, digital services.</p>	<p><b>KANISA</b> DR CONGO Lingala for “to think.” Mining, energy, infrastructure.</p>
<p><b>MUFAKIR</b> NORTH AFRICA Arabic for “the thinker.” Policy, governance, strategy — Egypt and the region.</p>	<p><b>OKUSIMA</b> ANGOLA Umbundu for “to imagine.” Manufacturing, infrastructure, energy transition.</p>	<p><b>YAADA</b> HORN OF AFRICA Amharic for “considered thinking.” Ethiopia, Chad, Eritrea, Somalia — infrastructure, energy.</p>

TWO SPECIALIST JOURNALS · INVESTIGATIVE. ANALYTICAL. UNCOMPROMISING.

INVESTIGATIVE JOURNAL — BOTSWANA

## THE PROBE JOURNAL

BOTSWANA & THE BROADER CONTINENT

Operating under the Motlhotlhomisi (Investigator) standard, it exists to audit the market with an objective, often satirical corporate-finance filter. A 50/50 equity joint venture in Gaborone between Cabanga Africa Group and Le Baruti. Pillars: Business · Politics · Culture · Opinion · Youth.

BEHAVIOURAL INTELLIGENCE — EST. 2013

## BEHAVIOURREPORT

SOUTHERN AFRICA & THE CONTINENT

An African behavioural intelligence publication that observes, names, and interprets the political, economic, social, and cultural behaviours shaping the region — diagnosing the behaviours behind events. Sections: Power · Signal · Capital · Territory · Behaviour · Culture · Reports.

# AFRICA'S STORY. TOLD WITH RESPONSIBILITY.

Our publications exist to inform decision-makers, elevate African voices, and document the realities shaping business across the continent. Our editorial work focuses on the Real Economy — the businesses, entrepreneurs, institutions, and industries actively building Africa.

## ACCURACY & FAIR REPRESENTATION

Information is verified through credible sources before publication, with balanced perspectives that respect cultural, regional, and professional diversity.

## INDEPENDENCE & RESPONSIBILITY

Editorial decisions are guided by professional standards and public interest — independent of political influence or commercial pressure. Advertising never determines conclusions.

# 24 COUNTRIES. ONE AFRICAN PERSPECTIVE.

## SOUTHERN AFRICA

South Africa, Eswatini, Botswana, Lesotho, Namibia, Zimbabwe, Zambia, Malawi, Mozambique, Angola.

## EAST AFRICA

Kenya, Tanzania, Uganda, Rwanda — via Fikiria Magazine.

## WEST AFRICA

Nigeria and the wider West African economy — via Ironu Magazine.

## CENTRAL AFRICA

The Democratic Republic of Congo — via Kanisa Magazine.

## NORTH AFRICA

Egypt and the broader North African environment — via Mufakir Magazine.

## HORN & FRONTIER MARKETS

Ethiopia, Chad, Eritrea, Somalia — via Yaada Magazine.

# PROVEN GROWTH, NOT PROMISES

We don't just build websites and campaigns — we build trajectories.

## EVERTOL ASSOCIATES

**R10K → R500M**

BUSINESS ADVISORY · 2022–2026 · BW · SA · ZM

A fledgling advisory startup arrived with a portfolio worth ten thousand rand. Through positioning, web design, marketing, and market expansion, it became continental — today operating across more than 30 African countries.

## TELOX → REDITH → FEMMY

**R1M → R10M+**

MEDICAL · CONSTRUCTION · FINANCE · 2021–2026

One medical-supplies site we built and marketed grew revenue ten-fold. The profit funded a construction firm, then a finance company — one digital foundation becoming a three-business portfolio.

## MILESTONE HVAC

**Unknown → Brand**

HVAC & ENGINEERING · FULL BRAND-TO-MARKET

A complete market presence engineered from the ground up: logo system, company profile, website, a Cabanga Magazine feature, a 10,000+ executive email campaign, and a social reel across five platforms.

## NSOMBIK

**4-Fig → 6-Fig**

INVOICING & GROWTH · 2020–2024

A website build and four years of sustained digital marketing moved the business from four-figure to six-figure invoicing — a direct outcome of visibility and lead generation.

**R500M**

PORTFOLIO  
ENGINEERED

**R10M+**

REVENUE SCALED

**30+**

COUNTRIES REACHED

**2017**

BUILDING SINCE

# TRUSTED BY INDUSTRIAL LEADERS ACROSS AFRICA

127+ projects delivered since 2017 — web design and digital marketing across financial services, healthcare, retail, energy, legal, and construction. A selection of client work, with 100+ further projects across the continent.

HVAC & ENGINEERING <b>Milestone-HVAC.co.za</b>	MINING & RESOURCES <b>Ruvimbo.Africa</b>	MEDIA & PUBLISHING <b>CabangaMag.co.za</b>
FINANCE & INVESTMENTS <b>Questec.com</b>	PEST CONTROL <b>Xennon.co.za</b>	ARTIFICIAL INTELLIGENCE <b>Aptiva.co.za</b>
FINANCE & LENDING <b>Femmy.co.za</b>	ACCOUNTING <b>Setbooks.co</b>	CONSTRUCTION <b>MavukoGroup.co.za</b>
LEGAL & LAW <b>Guwuriro.co.zw</b>	TOURISM <b>ExtremeCamps.co.za</b>	LEGAL & LAW <b>SibandaLaw.co.bw</b>
FINANCE <b>FinAscend.co.za</b>	INFRASTRUCTURE <b>Africa-Facade-Access</b>	ENERGY & SOLAR <b>RamGreen.co.za</b>
EDUCATION <b>DigitalNavigator.co.za</b>	ENERGY <b>HolisticEnergy.Africa</b>	HEALTHCARE <b>MathekgHealth.co.za</b>
ACADEMY <b>Monetizedmind.Academy</b>	INDUSTRIAL & MINING <b>iAWorks.co.za</b>	PHARMACEUTICALS <b>GenesisPharma.co.za</b>
INVESTMENT GROUP <b>Msymba.com</b>		

# THE PEOPLE BEHIND YOUR GROWTH

Every engagement is handled by a consultant with focused expertise in that specific service area — specialists, not generalists.

The consulting team spans a Sales Team Leader and Sales Agents driving client acquisition; Creative Directors shaping brand and design; Full-Stack Developers building SEO-ready platforms; Digital Marketing Consultants designing omnichannel growth systems; Editors and Contributors producing intelligence across the 12-magazine network; Finance & Admin Consultants across all three regional offices; and Data Analysts turning data and market signals into structured intelligence.

## FOUNDER & LEAD CONSULTANT

# OSCAR MANDUKU-HABEENZU

EXPANSION ARCHITECT · TECHNOLOGY BUILDER · BUSINESS STRATEGIST

**25+**

YEARS

**30+**

COUNTRIES

**R600M+**

FACILITATED

**7**

BRANDS BUILT

**MBA**

QUALIFIED

**“Some build to be seen. He builds so others can be seen.”**

Oscar is an Expansion Architect, technology builder, and business strategist with over 25 years across the internet technology value chain — digital media, web infrastructure, platform development, data analytics, and strategic growth across Africa and international markets. He operates with what he calls true professional citizenship: a deliberate fusion of deep technology expertise and structured business acumen.

His technology roots trace to the early African internet, with e-commerce built and scaled as far back as 2001, and a footprint spanning Africa, the United States, the United Kingdom, the Netherlands, and Australia. Through Evertol Associates and the broader Cabanga ecosystem, he has built the platforms and advisory frameworks that move African businesses from strategic thought to decisive action.

## VENTURES

Founder, Cabanga Africa Group · Founder, Evertol Associates · Co-Founder, The Prime Journal.

## RECOGNITION

100 Most Powerful Entrepreneurs Under 40 (multiple times, 2012–2015) · Member, Advertising & Marketing Club of Harare.

# LET'S BUILD YOUR NEXT MOVE.

Whether you are establishing your digital presence, expanding into new markets, or building long-term authority, Cabanga Africa Group is positioned to support your journey across Africa.

SOUTH AFRICA — HQ

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