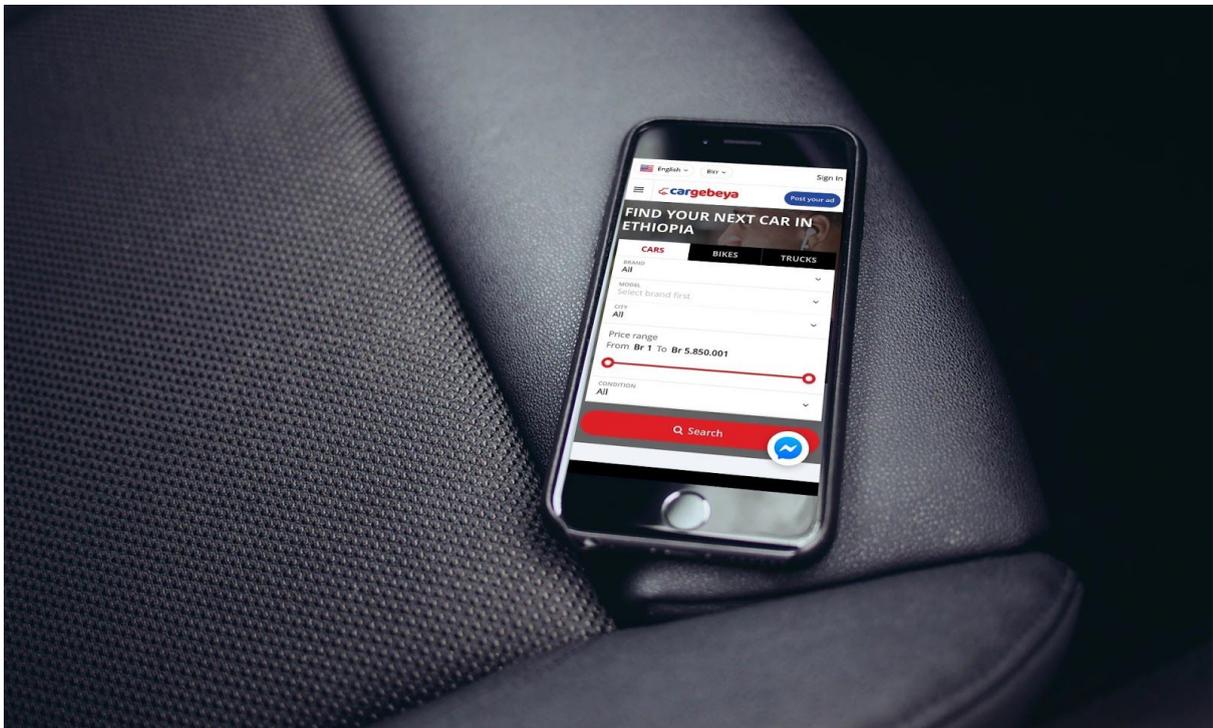


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First Online Marketplace for Cars Launch in Ethiopia

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AfriCarGroup, part of **Emerging Classifieds Ventures**, an Australian startup, leader in operating online marketplaces for cars and real estate in early stage emerging markets around the world, managing more than 110 websites in 90 different countries, has launched the first online marketplace for cars in Ethiopia, called **Cargebeya.com**.



The online website allows local individual sellers as well as car dealers to easily, quickly and securely sell their vehicles (cars, motorbikes and trucks) using the platform, and finding buyers more quickly than before.

With an experience gained through other frontier markets around the world, **AfriCarGroup is offering local car dealers a SaaS CRM platform for local car dealers to better manage their inventory as well as their leads**, and become more efficient in the way they manage their sales, prospects and customers.

With at least about 1 million cars currently on the roads of Ethiopia, second hand cars is a booming business in the country, as anyone can see in the streets of Addis Ababa nowadays. Those cars being a mix of local second hand cars and imported ones coming from various parts of the world. Cargebeya.com allows individual local sellers as well as professionals to find their buyer in a more efficient way, using the efficiency of the online platform and its ecosystem, including its social network presence.

Sellers can use the website's different advertising options to promote their listings and sell their goods faster, with a mix of online advertising and social media distribution. Cargebeya.com is available for desktop users as well as mobile phone users, as **more than 15% of Ethiopia's internet users use it with their smartphones.**

With now about 18 million internet users in Ethiopia, including more than **10% of the country population on social medias** (about 8 million users), Ethiopians are more and more using online services to buy and sell goods. **Social media users in Ethiopia have grown at a rate of 61% since January 2018**, which shows that the country's social media development keeps progressing fastly.

Online platforms like Cargebeya.com allow local users to get more efficient in buying and selling goods locally, as well as bringing them more transparency in prices, more options and better prices, and bringing more trust in the transaction.

Emerging Classifieds Ventures and AfriCarGroup are operating similar platforms for cars and real estate in other emerging markets around the world, and see the use of these platforms as a global trend.

About Emerging Classifieds Ventures - www.classifiedsventures.com - press@classifiedsventures.com

Emerging Classifieds Ventures is the largest builder and operator of online marketplaces for automotive and real estate in early stage emerging markets around the world. With more than 110 websites in 90 countries around the world, including Central America, Central and South Asia, Sub Saharan Africa and the Pacific, Emerging Classifieds Ventures is backed by investors experts in that field in Australia, with several rounds of funding and pushed by a team of 100+ people with operators and agents in each country as well as a full time team in its headquarters in Sydney, Australia.