

# Thomson Reuters, CNBC Africa announce strategic partnership

Thomson Reuters, which provides intelligent information for businesses and professionals, has partnered with CNBC Africa to provide the broadcaster's various platforms across Africa with the latest financial data and analytical tools.



The partnership joins two of the most powerful news and information brands to supply cutting edge news and financial analysis to the African market. Thomson Reuters has 196 people on the African continent spread across Kenya, Nigeria, Mauritius, Senegal, Cote d'Ivoire, Ghana and South Africa.

Says Keith Nichols, Managing Director, Africa for Thomson Reuters: "Both Thomson Reuters and CNBC Africa have a strong presence in Africa, which makes this partnership even more important as Africa's economic pulse has quickened and is growing at an incredible rate. We are proud to be associated with such a respected brand which is at the forefront of delivering quality, real time information and infusing the continent with market leading news that benefits business decision makers."

Thomson Reuters financial products, Eikon and Elektron power the key financial markets in Africa and are empowering financial professionals all over the continent to make critical decisions and act with confidence in a complex world.



CNBC Africa, headquartered in Johannesburg, reaches audiences in over 48 countries across Africa. The broadcaster's news channel is available in 90% of sub-Saharan Africa through DTH and Satellite TV operator, Multichoice Africa and DSTV.

CNBC Africa has bureaus in over 15 cities across Africa, including Lagos, Abuja, Port Harcourt, Johannesburg, Cape Town, Nairobi, Accra and Kigali. The TV channel is targeted at key decision makers ranging from chief executives, senior members of government, day traders, brokers, fund managers, entrepreneurs and private investors.

"CNBC Africa is synonymous with credible, real-time and actionable business content. This long term strategic alliance with Thomson Reuters in Africa enhances these values. This partnership along with the growth of our bureau network will enable the continuous improvement of our on-air product, both from the depth and breadth of our reporting as well as from the immediacy of dissemination. We look forward to a mutually beneficial partnership in the years ahead," said Sid Wahi, Director at CNBC Africa.

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