

HOSTAFRICA expands African presence with Sasahost acquisition in Kenya

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HOSTAFRICA, a leading provider of hosting solutions, has officially acquired Sasahost, a prominent hosting company based in Kenya, as of December 1, 2023. This acquisition is HOSTAFRICA's eighth since its establishment and marks another significant milestone in its expansion within the Kenyan market, following the acquisition of EAC Directories.



The acquisition of Sasahost is a key component of HOSTAFRICA's strategic plan to solidify its status as a premier hosting service provider across the African continent. Having already extended its operations to Ghana and Nigeria, HOSTAFRICA is now focusing on strengthening its position in Kenya to further its mission of fostering digital innovation and excellence throughout Africa.

HOSTAFRICA, which began its operations in South Africa, has emerged as a dominant force in the hosting industry across Africa, thanks to strategic acquisitions like DomainKing in Nigeria and EAC Directories in Kenya. The company prides itself on offering a wide range of services tailored for the African market, including web hosting, domain registration, and server solutions.

Sasahost, ranked among the top five web hosting providers in Kenya, contributes a robust local presence and a loyal customer base to HOSTAFRICA. This move is a critical part of HOSTAFRICA's ambition to extend its influence in the Kenyan hosting market and beyond.

Paul Masibo, CEO of Sasahost, expressed enthusiasm about the acquisition, noting, "We are excited to announce that our new partnership aligns perfectly with our commitment to outstanding customer service. HOSTAFRICA shares our belief that customer satisfaction is fundamental to success. We are confident that our customers will continue to receive the high-quality service they have come to expect."

Michael Osterloh, Managing Director at HOSTAFRICA, shared his vision for the company's future: "At HOSTAFRICA, our mission revolves around growth and geographical expansion. We aim to broaden our service offerings and reach across Africa, starting with establishing a solid foundation in Kenya as a step towards continent-wide service expansion."

From December 2023, Sasahost's clientele will be transitioned to HOSTAFRICA's platform, with the integration process designed to be smooth and without disruption, ensuring continuity of service and access to enhanced features and support. "We recognize the critical importance of a seamless transition for Sasahost's customers," said Osterloh. "Our dedicated team is focused on facilitating a smooth migration process and upholding our exceptional standards of customer service."

This acquisition signifies more than just the expansion of HOSTAFRICA's [hosting capabilities in Kenya](#); it represents a commitment to redefine hosting standards within the country and across Africa, aiming to offer unparalleled technology and service excellence.

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▫ **HOSTAFRICA expands African presence with Sasahost acquisition in Kenya** 1 Dec 2023

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