

The Evolution of Media Monitoring Africa

The current problem

The information landscape is shifting fast. Misinformation, manipulation, and censorship are on the rise. If we don't evolve, we risk losing the fight for truth itself.

The current problem

Key internal challenges require attention

Activity clarity

Difficulty explaining ourselves, what we think is clear is not.

More than monitoring

We don't just "Monitor" anymore.

Fragmented portfolio

As we have grown, we have become fragmented.

Internal growth paths

We need to offer clear growth paths for employees.

Innovation

We are innovative in our activities, now we need to be innovative internally



A clear mission

**Striving for an accessible, accountable, and
transparent information ecosystem we can trust**

Mission & pillars

We striving for an accessible, accountable, and transparent information ecosystem you can trust.

Ensure Accountability

Ensure institutions and those with power are held accountable when they infringe on commonly agreed values, rights, and principles.

Open information

Ensure there is universal, meaningful, access to a range of views and information sources.

Promote Safety

Promote safe, respectful, inclusive spaces that allow people to express themselves freely within the bounds of local and international law.

Empower Public

Empower the public to critically navigate information and make informed decisions.

Instill Information Integrity

Ensure diverse and pluralistic public interest information that is credible, accurate, transparent, and reliable.

OUR POSITIONING

Striving for open and trusted information

Our Purpose

To uphold our **shared humanity** by ensuring accountability, and by providing access to credible, transparent information that empowers all.

A new name

To signify this step-change we needed a new name that embodies our commitment

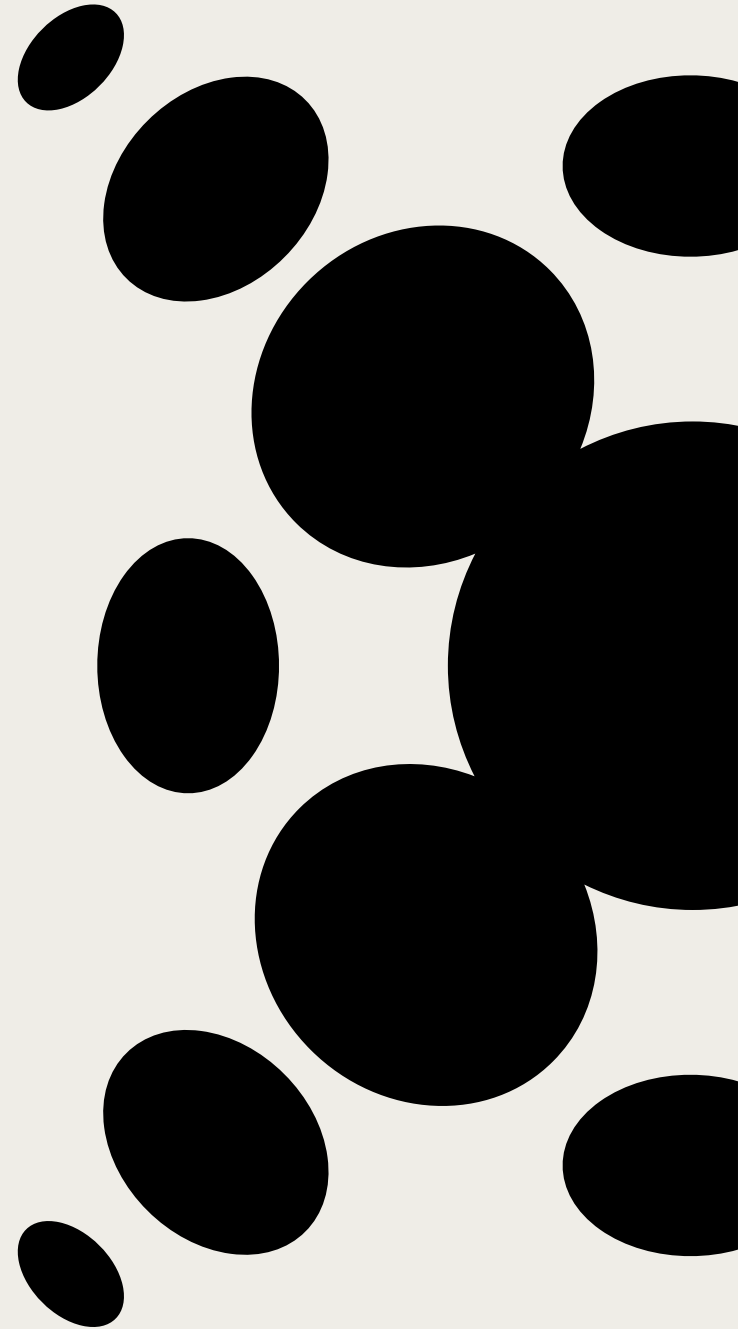


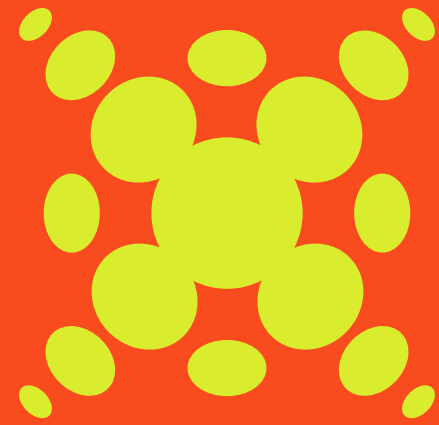
Defined

Moxii is a derivative of moxie
which is the trait of showing
innovation and courage

Rhythm of truth

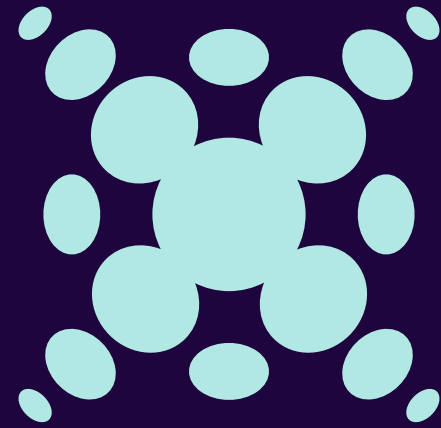
Moxii Africa is a steady drumbeat of truth across the continent. Bold yet unifying, rooted in Pan-African symbolism and driven by a clear mission to strive for open and trusted information.





MOXII
AFRICA

Striving for open and trusted information



MOXII
AFRICA

Striving for open and trusted information



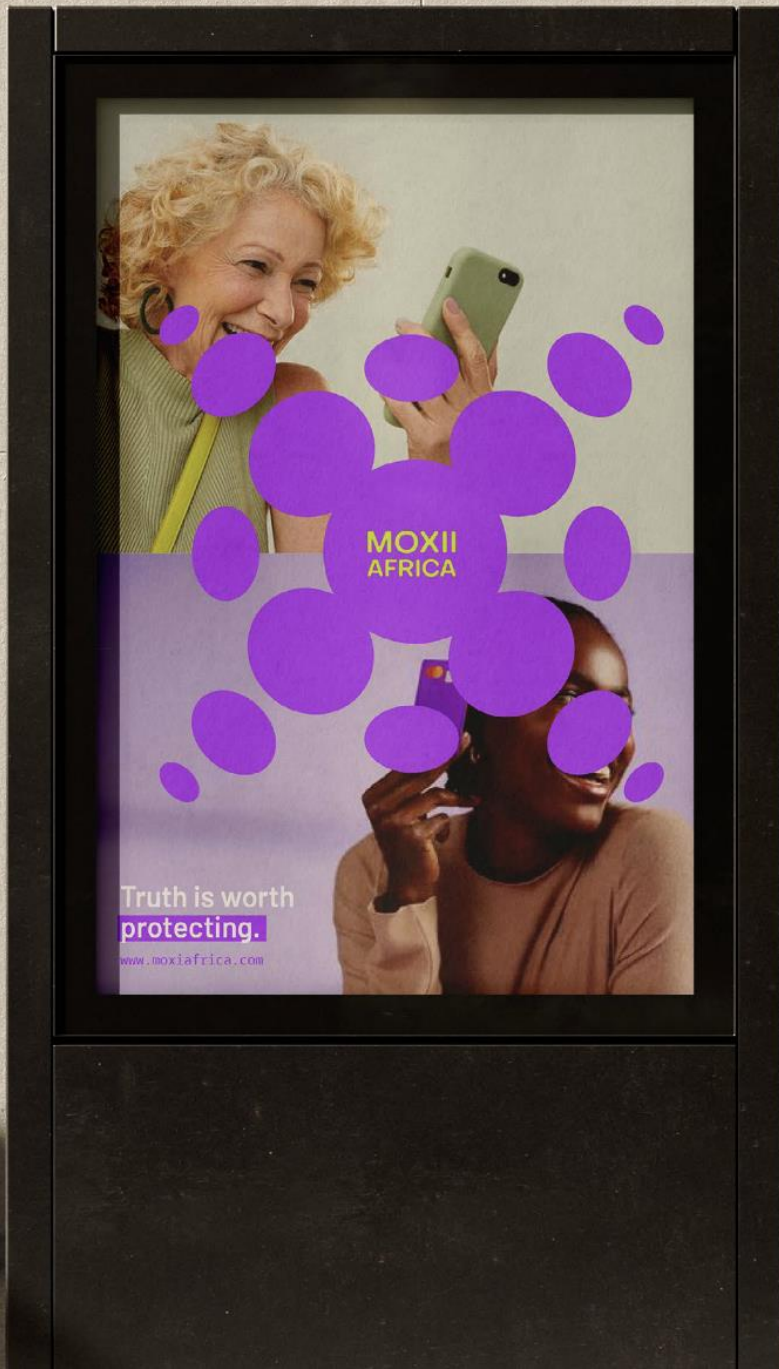
Truth matters.
We make sure
it's heard.

Visit our website to learn more
www.moxilafrica.co.za

**MOXII
AFRICA**







What does this mean for you?

We are still MMA.

Better, clearer, & more focused.

New identity

New brand

New look

New website

Same drive

Same desire

Same commitment

More growth potential

Our three areas

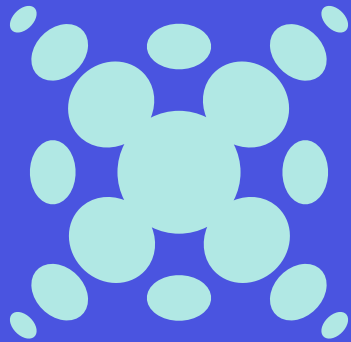
- Open access
- Online safety
- Information integrity

Achieved through

- Ensuring accountability
- Monitoring and analysis
- Civic technology
- Strategic litigation

We are changing inside and outside

OUTSIDE



**MOXII
AFRICA**

INSIDE

- Future-proofed team structure that can better achieve our mission
- Team evolution and growth to achieve more impact
- A new org-structure to better champion our impact

How do you and the public benefit?

A stronger entity to **fight disinformation**

A clearer message to **drive impact**

A message to **strengthen our whole portfolio**

A safer **information ecosystem**

Our timeline

No one left behind

MMA & Moxii Africa will operate in parallel

OCT

NOV

DEC

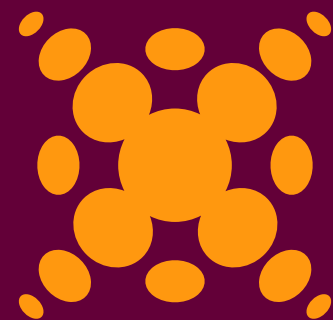


JAN

FEB

2026

Welcome to Moxii Africa
There is a home for everyone



MOXII
AFRICA