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**MTN Rwanda Launches Yora Inoti, a New Digital Trivia Experience Offering Up to RWF 15 million RWF in Cash Prizes.**

MTN Rwandacell (MTN Rwanda) has officially launched Yora Inoti, an exciting new digital trivia platform that combines entertainment, knowledge, and rewarding experiences for customers. Introduced under MTN Rwanda's trivia umbrella, "MTN Xplo", the service gives subscribers the opportunity to test their knowledge, compete, and win exciting cash prizes, including a grand prize of RWF 15 million.

Running for one-year, Yora Inoti is designed to offer customers a fun and engaging way to interact with digital content while earning rewards. The platform features trivia questions across a variety of categories, including music, geography, movies, art, history, and general knowledge in both English and Kinyarwanda, creating an experience that is both entertaining and educational. All MTN Customers can engage with these trivia questions over SMS, thereby opening up this platform to every MTN customer regardless of the type of device they use.

Subscription to this platform can be done through SMS or through a dedicated web portal which will be used by subscribers to also view their points, change their profiles and access training on how to play the trivia games. Subscribers will be awarded points for the trivia games played through SMS only, while the trivia games available on the web platform are strictly for practice.

*"At MTN Rwanda, we are committed to creating innovative digital experiences that add value to our customers' everyday lives. Through Yora Inoti, we are introducing a platform that combines entertainment, learning, and meaningful rewards in a way that is accessible to everyone. As part of the MTN Xplo, this service reflects our ambition to continue delivering engaging digital-first experiences that enrich the lives of our customers."* Speaking on the launch, Somdev Sen, Chief Consumer and Digital Officer at MTN Rwanda.

Customers can join Yora Inoti through two simple channels: via SMS by sending WIN to 806 and the web portal at <https://yorainoti.mtn.co.rw>

The service is available exclusively to MTN prepaid and postpaid customers. Subscribers can monitor their progress and points through the web portal or by sending POINTS to 806. Customers who wish to opt out of the service may do so at any time by sending STOP to 806.

Yora Inoti operates on an affordable daily subscription model of RWF 200 per day, deducted from airtime, with the first day offered free of charge. Upon joining, customers receive 10,000 welcome points and are awarded 250 points each day when their subscription is successfully renewed. Subscribers receive ten (10) quiz questions daily, earning additional points based on participation and performance.

Points earned during the campaign do not expire or reset. Participants continue accumulating points throughout the campaign, giving them more chances to move up and improve their standing over time.

Yora Inoti rewards consistent participation through a tiered prize structure designed to keep customers engaged throughout the campaign. Every week, the top-performing participants will win RWF 200,000, while the monthly winners will receive RWF 1 million. At the end of each six-month cycle, the overall top performer will walk away with a grand prize of RWF 15 million, making Yora Inoti one of the most rewarding digital trivia experiences in Rwanda.

All prizes will be paid directly into winners' MTN Mobile Money (MoMo) wallets.



Weekly winners will be announced every Sunday, monthly winners on the last Sunday of each month, and grand prize winners at the conclusion of each six-month campaign cycle. Once the winners have been determined they will be contacted the following day. To ensure fairness and broaden opportunities for participation, each customer may win only one prize of each category during the campaign period.

MTN Rwanda encourages customers to remain vigilant and protect themselves from fraudulent activities throughout the promotion.

All official winners will be contacted exclusively through MTN Rwanda's verified customer care number, **0784000000**. MTN representatives do not request money, airtime, passwords, or Mobile Money PINs to process prize claims.

Bringing more value Through Digital Experiences, the launch of Yora Inoti reinforces MTN Rwanda's commitment to delivering innovative digital services that combine entertainment, engagement, and meaningful rewards. The Yora Inoti platform reflects MTN's continued focus on enriching customers' digital lifestyles while creating new opportunities for participation, learning, and winning.

Participation in Yora Inoti is subject to the applicable subscription and promotion Terms and Conditions. Eligibility criteria, prize mechanics, winner selection processes, and other promotional rules are available on the Yora Inoti portal: <https://yorainoti.mtn.co.rw/ext/terms/termsEN.pdf>

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About MTN Rwandacell

*MTN Rwandacell Plc (MTN Rwanda) is the market leader in mobile telecommunications in Rwanda. Since 1998, we have continuously invested in expanding and modernising our network and leading digital solutions for Rwanda's progress. As the country's No 1 network, we offer various services to subscribers, including innovative propositions such as*



*personalised voice and data offer for individuals and corporates with a clear vision to lead the delivery of a bold, new digital world to our customers because we believe everyone deserves the benefits of a modern connected life.*

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