

# Oppo celebrates 3 years and smashes all targets

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Three years of unstoppable growth and expansion across Southern Africa.



Liam Faurie, head of go-to-market and operations at Oppo

Oppo South Africa, a dynamic contender in the fiercely competitive South African smartphone market, marks a significant milestone as it celebrates three years of strategic innovation and sustained growth. In a landscape traditionally dominated by industry giants, Oppo has solidified its position as one of the top four smartphone brands in South Africa, underlining its commitment to delivering state-of-the-art technology with accessibility at its core.

"We have hit our target to ship one million units within our first three years," announces Liam Faurie, head of go-to-market and operations at Oppo. This is testament to our success and growing customer base."

Our focus now turns to the rest of the continent as we drive innovation, accessibility, and growth. We have established a presence in neighbouring countries, including Angola, Botswana, Namibia, Swaziland, and Lesotho. This marks our strides in bolstering our regional presence.

Oppo's presence across all major South African mobile operators, including Vodacom, Cell C, MTN, Telkom and rain, has played a pivotal role in the brand's impressive ascent. This strategic collaboration has expanded Oppo's reach and made its innovative smartphones readily accessible to consumers from all walks of life.

Faurie underscores this achievement, stating: "Opportunity's journey in South Africa has been a story of growth, powered by our dedicated team and valuable partnerships with mobile operators and channel partners who have shared our vision from day one. As we celebrate three years in South Africa, we recognise that our people and strategic alliances are the driving force behind our journey."

Opportunity has become a significant employer in South Africa, offering opportunities to over 600 South Africans, a substantial contribution to addressing the country's high unemployment rates.

## **Empowering aspiring creatives and Strengthening local partnerships**

Opportunity's commitment extends beyond smartphones, as exemplified by the recent offering of 50 Reno Academy Bursaries to young women in the Amy Foundation Entrepreneurship Development Programme. The Reno Academy equips aspiring photographers, content creators, and creatives with skills to thrive in the creative industry, contributing to its overall growth.

Strategic partnerships with iconic South African entities, including Orlando Pirates, the Springboks, and SA Fashion Week, exemplify its commitment to embracing local culture and aspirations. These collaborations not only enhance brand visibility but also demonstrate the brand's role as an integral part of South African culture.

## **Innovation tailored for all stages of life**

Opportunity's product portfolio, ranging from entry-level to premium and flagship devices, reflects its commitment to ensuring that every South African, regardless of where they are in their life journey, can experience Oppo's innovation. The brand's focus goes beyond the product; it's about making a meaningful difference at every stage of the customer's life.

## Setting trends: Innovation and excellence

Oppo continues to lead the charge in innovation with the recent launch of the Oppo Find N2 Flip, a testament to the brand's dedication to pushing boundaries. Stepping into the burgeoning foldable smartphone market, Oppo's entry has been marked by cutting-edge camera capabilities, including AI-enhanced photos and video stabilisation, setting new industry standards.

Moreover, Oppo's SuperVOOC™ flash charging technology has consistently delivered industry-defying charging speeds, ensuring users stay connected and powered up.

“As we celebrate the three-year milestone in South Africa, our vision is clear: to solidify our position as a pioneer among challenger brands in the country. Beyond smartphones, we are committed to nurturing local talent, fostering accessibility, and being a catalyst for change and progress,” says Faurie.

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