



**For immediate release**

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### **Centum Foundation invests in Elimu TV**

Centum Foundation today announced it has invested in Elimu TV, a television station that focuses on providing secondary education curriculum. The educational content is based on a classroom setting where a teacher is recorded on video teaching a particular topic in a subject. The recording involves audio visual content infused with multi-media such as graphics and animations to enhance the learning experience.

“The foundation is a sustainable, accessible vehicle that is meant to improve the state of communities in Kenya and the African continent. Enterprises such as Elimu provide sustainable business solutions to pressing challenges on the continent,” Explained James Mworira, Group CEO of Centum Investments.

Elimu TV was conceived in 2008 by Jane Muthiga after many years as a social worker trying to provide education opportunities for out-of-school youth and students within non-formal schools in order to enable them better their lives and that of their families. Since then, the idea has grown to include both a television station and online presence.

Elimu TV broadcasts locally through a free to air channel and across East Africa through the ESAT Satellite Link. Content is also available on the company’s website and covers 10 subjects across form 1, 2, 3 and 4. It includes, Mathematics, English and Literature, Chemistry, Biology, Physics, Business Studies, CRE, IRE, History, Geography, Kiswahili and Fasihi.

“Our mission is to be the leading provider of digital educational content through media and ICT in East Africa enabling anyone to have access to quality education without necessarily having to go to a physical school. ICT and Media is essential in accomplishing this goal” Geoffrey Muriithi, cofounder of Elimu TV explained.

### **About Centum Foundation**

The Centum Foundation was established by Centum Investment Company to mobilize and scale the Group’s existing corporate social initiatives (CSI). Centum Foundation also develops highly impactful programs that enhance our communities in Kenya and the wider African continent. Entrepreneurship is precious to Centum and deeply engrained in the Group’s culture, therefore, our flagship initiative focuses its efforts on enabling entrepreneurs.

### **About Elimu TV**

Elimu TV is a content provider focused on creating multimedia content based on the 8-4-4 curriculum for various platforms including online, satellite and digital transmission.