# Worldwide Reach

<table>
<thead>
<tr>
<th>Users across Springster priority markets:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>1.9 million users</td>
</tr>
<tr>
<td>Nigeria</td>
<td>1.8 million users</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1.6 million users</td>
</tr>
<tr>
<td>Philippines</td>
<td>1.0 million users</td>
</tr>
</tbody>
</table>

- **Springster is now live across** 66 countries
- **In the last 12 months** it has reached nearly 15 million users
- **35%** increase compared to the same time last year
- **And an average each month of over** 1.3 million users
- **An average visit to the site lasts** 1.33 minutes
- **18%** of our users come back more than once

# A range of content

Content covers a wide range of issues that are important to girls. Some recent, popular articles include:

- **5 things every girl must have during her period**
  - 22.2k views in Nigeria
- **Breast cancer: be aware earlier**
  - 11.3k views in Indonesia
- **Be your own boss... start a small business**
  - 4.0k views in South Africa
- **True Stories: I was adopted**
  - 3.7k views in Philippines
- **Sexual Violence Does Not Define Me**
  - 3.1k views in Indonesia
- **Spam, Scams, Viruses! What are they?**
  - 7.2k views in Nigeria
- **A private message from PMS!**
  - 4k views in the Philippines
- **You define beauty the way you are!**
  - 6.1k views in South Africa

# Building a community

Springster encourages users to register so they can comment on articles, submit their own stories and participate in surveys.

- **There are now 79k registered users across the 4 priority markets**
- **This has doubled since the beginning of 2017**
- **There have been nearly 36k comments on the Springster site from registered users**
- **And they have submitted 6k of their own stories**
- **On Facebook there have been over 14k additional comments on Springster posts and 85k followers subscribing to Springster pages.**

# Making a difference

On Springster girls benefit from reassurance and advice generated by shared stories and experiences from other girls like them. As a result they are enabled to provide support and guidance for each other.

"**Being a girl doesn't mean girls are weak... We have the right to fight back and not be belittled by others. Just remember that what others can do we can also do."**
- Philippines

"**Thank you Springster for creating such a way for girls to talk about things happening in their lives...This is really helpful for me too. We love you!**"
- South Africa

"**This story has helped me a lot in terms of having low self-esteem. I do believe in myself now and have confidence. I'm indeed beautiful.**"
- Indonesia