

## **Shoprite app wins big at MTN Business App of the Year awards**

Shoprite's mobile application, with the [Money Market Account](#) functionality at its core, is the winner of Most Innovative Solution and App of the Year at this year's [MTN Business App of the Year Awards](#).

The app supports Shoprite's Money Market Account, a fully-fledged, transactional bank account - [the first by a SA retailer](#) - and the lowest-cost bank entry-level account on the market.

“The development of the Money Market Account has been driven entirely by customer needs and we are going to reinvest the prize money to continue to uplift the lives of our customers,” says Jean Olivier, General Manager for Financial Services at Shoprite.

“Winning App of the Year and Most Innovative Solution is the result of the collaboration, commitment and dedication from the Financial Services team and Information Technology partners to give customers what they want and need in a dynamic, feature-rich application.”

Roughly two million customers already use the Shoprite Money Market Account, which allows customers to send money, buy airtime, data, electricity, send grocery vouchers, pay bills and groceries all from their mobile phones. There are no debit orders or deductions, so customers are in full control of their money.

[In 2020](#), the Checkers Sixty60 app won the People’s Choice Award and the Best Enterprise Solution at the MTN Business App of the Year Awards.

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