

# Mxit to shut down commercial operations, focus on Reach



By [Stuart Thomas](#)

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Mxit on Friday confirmed that it would shutting down its commercial operations to focus on Reach, its charitable arm...

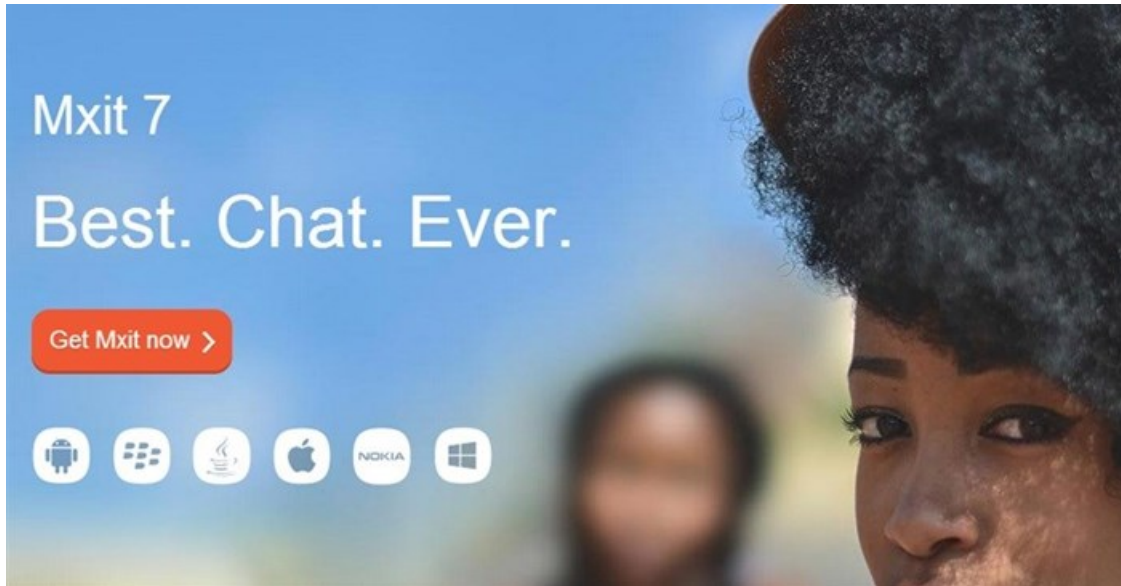


Image source @ [Memeburn](#)

CEO Francois Swart is meanwhile set to depart the company he has been in charge of since the departure of Alan Knott-Craig Jr in 2012.

In its statement, the company also confirmed that while its app will still be available for download, the majority of its 30 or so remaining staff would be transferred to Reach - its charitable arm.

The statement confirms what Memeburn's sources have been telling it for some time now...

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## ABOUT STUART THOMAS

Stuart abandoned what was beginning to look like a long, quiet career in academia for the frenetic world of tech journalism. Currently heading up the Memeburn team, he likes to run in his downtime. He won an award once. It now sits on his desk.

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