



G R O U P
L T D

COMPANY PROFILE

2026

Marketing and Technology, under one group.

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About 389 Group Ltd

389 Group Ltd is a Private Limited Company operating across the Marketing and Technology sectors. Founded by Gilson Njunga, the group brings together specialist companies that build brands, run events and deliver technology, each operating under its own name while drawing on the strength and standards of the wider group.

The group's roots go back to 2017, when its founder began building campaigns, brands and digital platforms for clients across industries. That early work grew into the specialist companies operating under 389 Group Ltd today, each focused on a distinct part of how organisations build their brand and run on technology.

LEGAL STRUCTURE

Private Limited Company

SECTORS

Marketing and Technology

HEADQUARTERS

Lilongwe, Malawi

Sectors We Operate In



Marketing

Brand strategy, digital presence and demand generation, led by 389 Agency.



Technology

Event platforms, ticketing and ICT services, delivered by 389 Xperience, 389 Tickets and 389 Tech.

Mission, Vision and Values



Mission

To help organisations build stronger brands and run on dependable technology, by bringing marketing and technology expertise together under one group.



Vision

To be the group that organisations in Malawi and the region turn to first, for building their brand and the technology that runs it.

Our Values

- **Craft**

Every brand, product and system we build is done with care and attention to detail, not shipped half-finished.

- **Partnership**

We work with clients for the long run, not for a single project, and we measure success by their results.

- **Structure**

Good work is repeatable. We build processes and systems that hold up under real use, not just in a demo.

- **Local Expertise**

We build for the Malawian market first, with the same standards used by teams anywhere else.

Our Companies

Four companies operate under 389 Group Ltd, each focused on a distinct part of how organisations build their brand and run on technology.



MARKETING

Strategy-led marketing for technology and service brands: positioning, digital presence and demand generation.

389agency.com



TECHNOLOGY

Event technology platform for organisers: registration, check-in, networking and closed event management.

389xperience.com



TECHNOLOGY

Public ticketing and event access, connecting organisers with audiences from booking through to entry.

389tickets.com



TECHNOLOGY

ICT company delivering software development, hosting and technology consultancy.

Strategy-led marketing for technology and service brands.

389 Agency is a strategy-led marketing agency built for technology and service brands. It works on brand positioning, digital presence and demand generation, helping clients across AI, fintech, solar and clean energy, and security technology turn what they do into a brand people trust.

What We Do

- Brand strategy and positioning
- Website and digital presence
- Content, campaigns and demand generation
- Marketing collateral and pitch materials

BEST FOR

Technology and SaaS companies that need a clear, credible brand.

Visit 389agency.com

Event technology for organisers who need everything in order.

389 Xperience is the group's event technology platform, bringing together the tools organisers need to plan, run and follow up on an event, from registration and on-site check-in to professional networking and closed event management for conferences, AGMs and board meetings.

What We Do

- Event registration and digital badging
- On-site check-in and access control
- Professional networking tools
- Closed event management for AGMs and conferences

BEST FOR

Organisers, venues and membership bodies running structured events.

Visit [**389xperience.com**](https://389xperience.com)

Ticketing and event access, from booking to the door.

389 Tickets is the group's public ticketing and event access platform, connecting organisers with their audiences from the moment a ticket is booked through to entry on the day.

What We Do

- Online ticket sales and booking
- Digital tickets and QR-based entry
- Event listings and audience reach
- Real-time sales reporting for organisers

BEST FOR

Concerts, festivals and public ticketed events.

Visit [**389tickets.com**](https://389tickets.com)

Software, hosting and technology consultancy.

389 Tech is the group's ICT company, working with businesses that need software built, hosted and maintained properly. From custom applications to infrastructure and ongoing consultancy, 389 Tech is the technical foundation behind the rest of the group and its clients.

What We Do

- Software development
- Hosting and infrastructure
- Technology consultancy
- Systems integration and support

BEST FOR

Businesses building or running digital systems.

Why 389 Group



One Group, Full Capability

Marketing and technology under one roof, so brand and infrastructure move together instead of through disconnected vendors.



Structure and Security by Design

From AGM voting to production hosting, the group's products are built around structure, security and dependable delivery.



Local Expertise, Global Standards

Based in Lilongwe and built for the Malawian market, held to the same standards used by teams anywhere else.



Long-Term Partnership

We work with clients as an ongoing partner, measuring success by their results, not by a single project.

Contact

For partnership, media or general enquiries, reach out directly.



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