HaiBoo Brand Information

HaiBoo is a proudly South African party card game brand inspired by kasi culture, social entertainment, fast-paced gameplay, and modern African experiences. The brand focuses on bringing people together through laughter, challenges, conversation, and community-driven entertainment experiences.

Brand Name: HaiBoo

Founder: Walter Mogane

Product: HaiBoo: Kasi Edition

Category: Party Card Game / Social Entertainment

Target Audience: Students, friends, families, game nights, young adults, social events, and entertainment communities.

Players: 2–6

Age Group: 13+

Gameplay Duration: 20–30 Minutes

Official Website:
https://haiboo.hmegroup.co.za

TikTok:
@HaiBooGame

Amazon Listing:
https://www.amazon.co.za/dp/B0GYSF777M

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Mission Statement:
To build a globally recognized African entertainment and card game brand that celebrates humour, culture, creativity, and social connection.