




Who is Buddy?

A friendly
recognised &
trusted brand.



What does Buddy do?

**Buddy ADDS Smile\$
to your Day.**

(Supplier & Customers)

**How does Buddy add
Smile\$ to your day?**

**Convenience, Service,
Rewards, Loyalty, Money**

Why Buddy?



Customers use
Buddy to connect
to a Business, prod-
uct or service.



Businesses use
Buddy to connect
to existing and
new customer



Experience Conve-
nience, Rewards,
Service, Trust,
Smile\$ & Loyalty!

How?



A Mobile & Online E-commerce, payments & rewards CRM & APP. Powered & hosted by a trusted & friendly Virtual Chat Assistant/ Buddy (Just ask Buddy)

With the following key features & functions:

Mobile & Online payments, Rewards, Loyalty, E-commerce, Virtual Assistance and Marketing.



Where?



COMMUNITIES

FUNCTIONS

PayBuddy _____	Mobile & Online Payments, VAS Sales, e-commerce, Rewards, Virtual Assistant (VA).
WorkBuddy _____	Business community engagement, payments, feed, group chat, VA.
TravelBuddy _____	Travel assistance & advice, e-commerce, marketing, payments, VA.
YelloBuddy _____	Trade assistance & advice, e-commerce, marketing, payments, VA
Concierge Buddy _____	Community White label, e-commerce, loyalty, rewards, communication, VA

Buddy Customer Journey

1

Awareness

Customers discover information in their community app via feed, broadcast notifications, deal, grab voucher or ask the Virtual personal assistant for advice.

- Virtual Assistant (Information), • Grab Voucher, • Yellow-Store, • Marketplace, • Feed, • loyalty, • Broadcast, • SMS + email, • User tags.

2

Consideration

The customer has the ability to ask and be assured on his/her exact need and clarification in addition to receiving a deal or negotiated price.

- Virtual Assistant (Advice + Assistance), • Negotiate + Source Deal, • Escrow Money Safe Guarantee. Feeling secure that the money is safe, product and service guaranteed.

3

Purchase

Safe, secure & convenient checkout with Value back.

- Pay with Smile\$, • card or credit Checkout, • Smile\$, • Card, • Buddy Credits, • Voucher.

4

Service

Purchase Delivery, better price, best product, money-back guarantee, virtual assistant @ your service for any questions.

- Escrow Money Safe Guarantee, • Money Back, • Voucher, • Virtual Assistance, • deal, • Smile\$ Rewards, • Convenience, • Automatic Invoice Allocation.

5

Loyalty

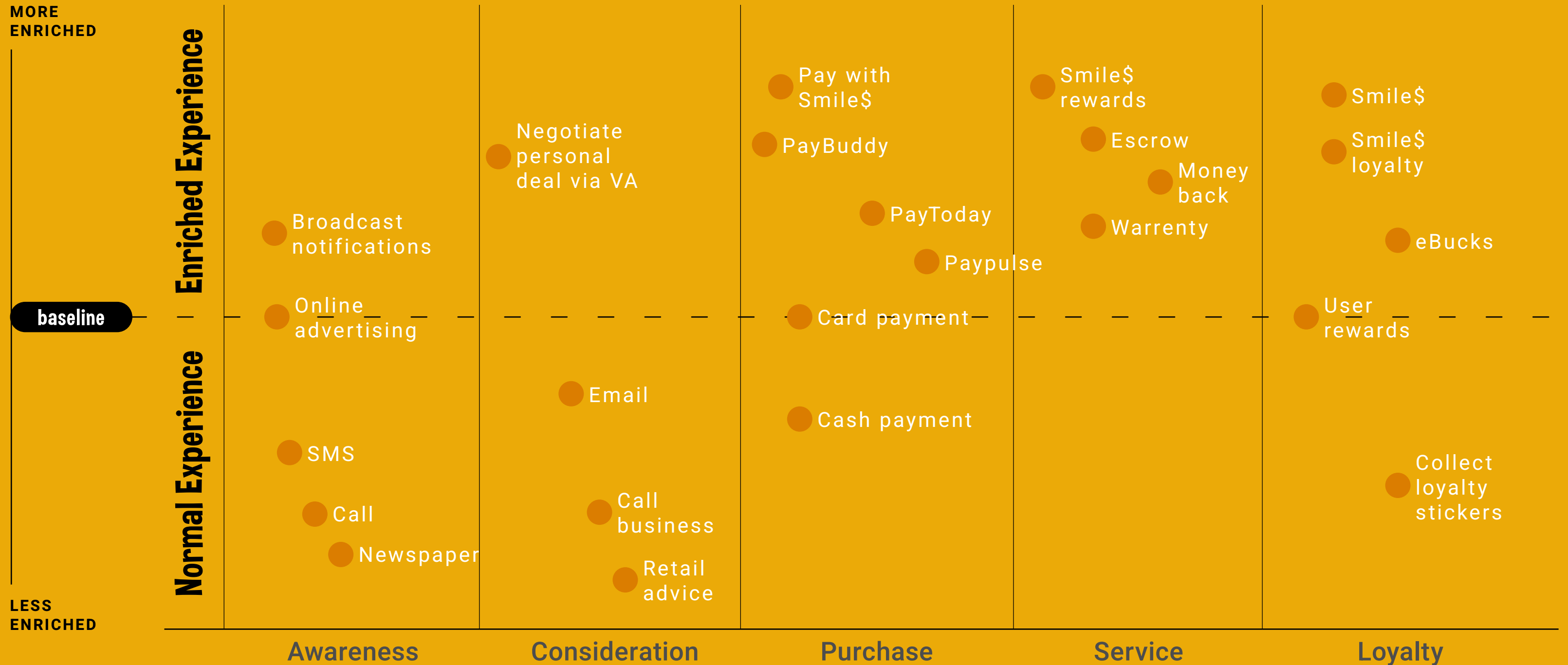
Gather loyalty on daily app interaction.

- Smile\$ loyalty, • Business loyalty



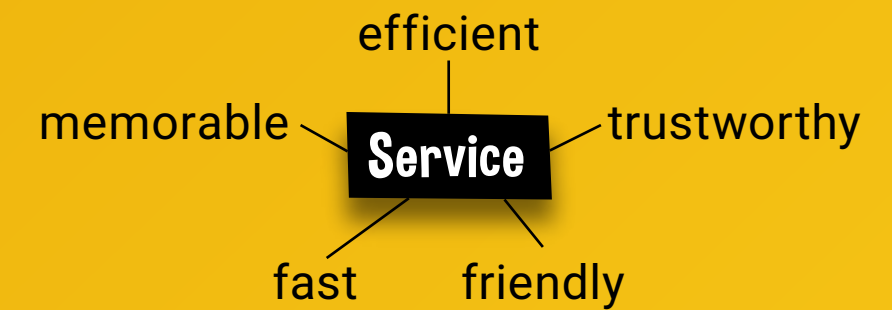
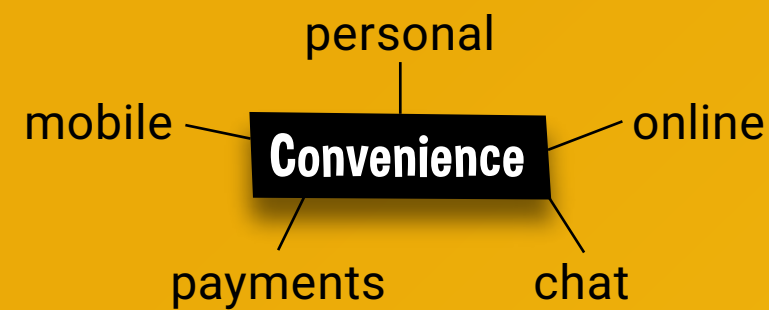
Customer Journey Map

Retail Business & Payments Namibia



How does Buddy add Smile\$ to a User

Buddy conveniently connects the customer with the desired business, product & service,
Rewarding the Customer with Smile\$ = Convenience, Service, Savings, loyalty, Rewards



How does Buddy add Smile\$ to a Supplier

Buddy provides a convenient Business Ecosystem (Customer Relationship Manager - CRM) that enables a business to connect, engage, reward, sell, inform, notify, market, target & accept payments from Customers

Buddy Provides:

Business CRM

Product & Service leads
Quote & Bid request

Product & Service exposure
YelloPages, YelloBuddy chat

E-commerce platform
YelloStore, grab & gift vouchers

**Mobile, Online &
Voucher Payments**

Customer Loyalty & Rewards
Smile\$, Smile\$ Loyalty, Smile\$ WIN

Digital Customer Communication
Chat, email, SMS

Customers Stats & insights

Marketing & Advertising
Broadcasts, Social-feed, Featured Business



What is Buddy Industries

- Research & Development Agency
- Big Data mining Hub
- Training & Innovation Centre
- Digital Media, marketing, on consumption activation
- Rewards & loyalty innovators



Who is Buddy Industries

Team of digital innovation experts

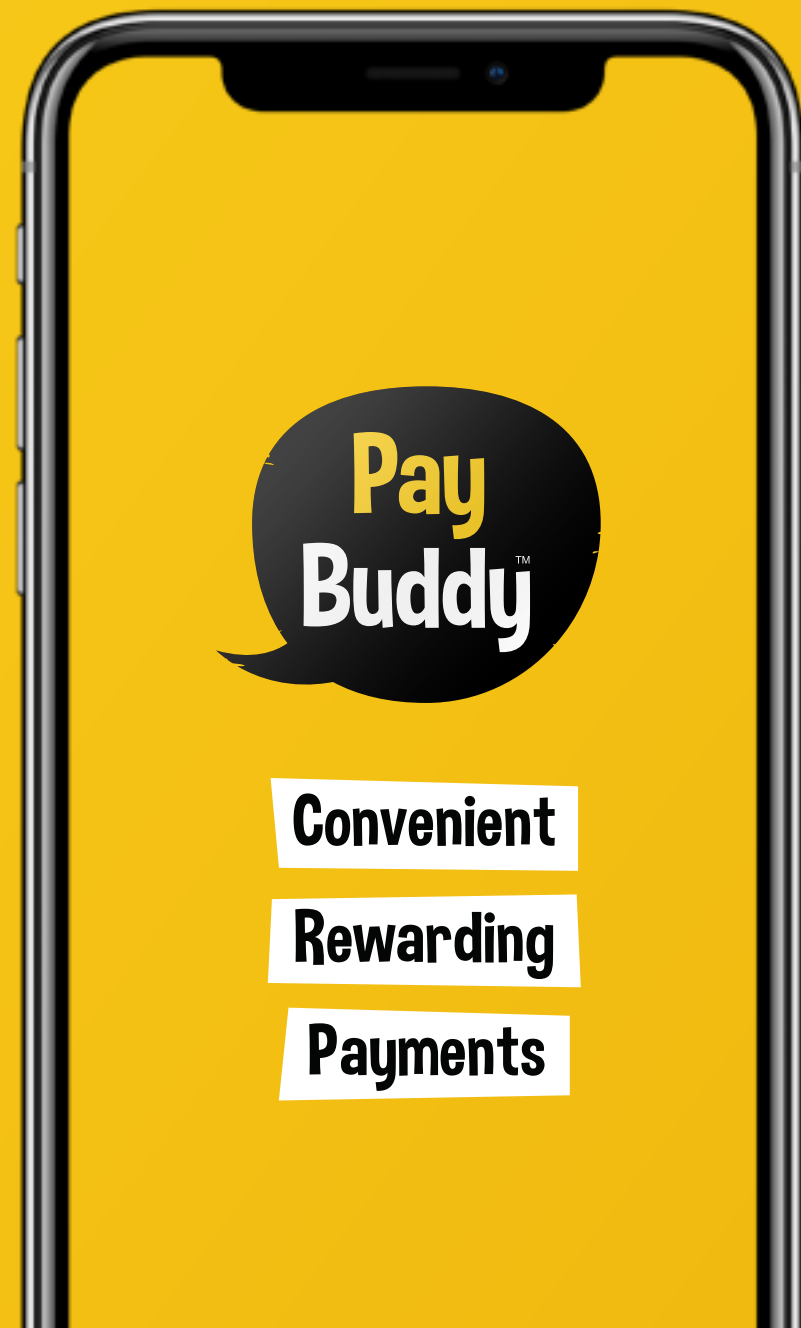
17 Years of experience in
creative marketing experience

Extensive experience in development,
marketing, creative conceptualization &
specifically digital business innovation

By the people that brought you
MY.NA, MTC APP, Vending Kiosk,
MTC, FNB & MOH Queue Management Solution

Buddy Products

(PayBuddy focused)



Mobile Payments APP (iOS + Android)	YES 0 - 3.6%
QR Code Scan	YES
Online Web Payment	YES
Web App	YES
Rewards (Loyalty currency)	YES
Rewards (OWN Loyalty currency)	YES
Loyalty points/cards	YES
Instant WIN (Gratification)	YES
Grab & Gift Vouchers (E-commerce/deals)	YES
VAS Sales (Airtime, Electricity)	YES (with rewards)
Virtual Assistant	YES
Pay Parking Ticket (Maerua Mall)	YES
Pay Parking Ticket (Grove Mall)	NO
Trade & Business notifications (Broadcast)	YES
Business CRM	YES

Buddy Products (other)



Business community engagement, payments, feed, group chat, VA



Travel assistance & advice, e-commerce, marketing, payments, VA



Trade assistance & advice, e-commerce, marketing, payments, VA



Community White label, loyalty, rewards, communication, VA

Buddy Products (summarised)

FUNCTIONS



Mobile & Online Payments

YES

YES

YES

YES

YES

VAS Sales

YES

YES

YES

YES

YES

Smile\$ Rewards

YES

YES

YES

YES

YES

Smile\$ Loyalties

YES

YES

YES

YES

YES

Smile\$ WIN (Scratch)

YES

YES

YES

YES

YES

E-commerce

YES

YES

YES

YES

YES

Grab & Gift Vouchers

YES

YES

YES

YES

YES

Social Business Feed

-

YES

YES

YES

YES

Buddy Chat

YES

YES

YES

YES

YES

Virtual Assistance (Just Ask Buddy)

YES

YES

YES

YES

YES

Bid & Quote Requests

-

YES

YES

YES

-

MarketPlace (Buy & Sell)

-

YES

YES

YES

-

Cab Buddy

-

YES (L)

NO

YES

-

Business Listings

-

-

YES

YES

YES (L)

SOS Panic

-

YES

YES

YES

-

Property Buddy

-

-

-

YES

-

Car Buddy

-

-

-

YES

-

Getaway Buddy

-

-

-

YES

-

The Buddy POS, business in a box

Connect via any Buddy app (compliments concierge Buddy)

Sell Airtime, Electricity, DStv & other VAS services.
Manage your very own Customers Loyalty, Rewards & Smile\$
(Cash back loyalty currency).



A Business POS system

Receive online, digital, mobile & voucher payments. Scratch & Win interactive immediate gratification after purchase or payments.

Capture & build a customer database

Print, scan, chat, transact, reward, connect, engage, build, sell.

Buddy adds Smile\$ to your day!





What is the Value of being a PayBuddy Supplier?

Convenient, Rewarding,
Payments for your Business

...More than just payments.

Buddy adds Smile\$ to your day!

- Multichannel Business, product & service exposure (YelloBuddy, TravelBuddy, WorkBuddy, ConciergeBuddy)
- Convenient online & mobile payments (PayBuddy)
- E-commerce (YelloStore, Grab & Gift Vouchers)
- New Business leads (Bid & Quote Requests)
- Create & Manage loyalty & rewards for your customers
- Build & Manage a central customer database (Business CRM)
- Digital customer Communication & Marketing (SMS, Email, Chat, Broadcast)
- Flexible & convenient Business profile, commission & transaction fee management.
- Virtual Sales Assistant (Just ask Buddy)



What is the Value of being a PayBuddy User?

Convenient, Rewarding,
Payments for your Business

...More than just payments.

Buddy adds Smile\$ to your day!

- Convenient, safe & secure REWARDING Payments
- Business Loyalty, Rewards & Immediate gratification
- Virtual personal trade Assistant (Just Ask Buddy)
- Buy, Shop & Sell online (Marketplace)
- Buy & Pay for Utilities (Airtime, Electricity, Water)
- Deals, Grab & Gift Vouchers
- Business, Retail & Product Special notifications
- Business, group & one on one chats
- Product & Service Insurance -Money Back Guarantee

The PayBuddy Business CRM

The CRM is accessible via: <https://business.buddy.na>

Business + Customer Convenience

- Accept & receive mobile/digital Payments
- Dashboard Management
- Email + SMS + chat Notification
- E-wallet + EFT Payout
- Customer Payment Security
- Customer payment convenience
- Customer can pay with Smile\$ (loyalty currency)

Customer Loyalty + Rewards

- Customer Smile\$ Rewards (Smile\$ CashBack - loyalty Currency)
- Customer Smile\$ Loyalty Badges (Collect & Redeem)
- Customer Smile\$ Instant WIN (Scratch & Spin 4 Smile\$ Gamification)
- Auto-create Sales Triggers on Payments, Vouchers for Loyalty
- Customer Tagging & promotion, loyalty & voucher specific value management

The PayBuddy Business CRM

(cond.)

Customer Engagement & Communication

- Build your customer base
- Chat with a Customer or a group of Customer (internal + external)
- Broadcast messages to customers, with images & video
- Customer Subscriber Marketing list (Buddies)
- Bulk SMS, Email, Chat
- Direct Sales + Grab Voucher in chat

Product & Business Sales/E-Commerce

- Business, product & service Listings with Keywords Management
- Feature Business, products & services
- List, feature & target Grab, Gift Vouchers (Deals)
- Create E-Coupons
- List Products + Services for Sale
- Post, Share & connect on the Business social Feed

The PayBuddy Business CRM

(cond.)

Virtual Sales Assistant & Advisor

- Just ask Buddy
- Accept, Receive Bid & Quote Requests

Multichannel Exposure

TravelBuddy, YelloBuddy, PayBuddy, Kosmos Buddy, Maerua Buddy

Flexible Profile management

- Easily & Conveniently manage “Convenience Fee” + Commission Fees
- Manage Business, product & Service information

