



**Howzit
Buddy!**

Who is Buddy?

A friendly
recognised &
trusted brand.

What does Buddy do?

Buddy ADDS Smile\$
to your Day.

(Merchants & Customers)

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

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

Why Buddy?



Customers use Buddy to connect to a Business, product or service.



Businesses use Buddy to connect to existing and new customer



Experience Convenience, Rewards, Service, Trust, Smile\$ & Loyalty!

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

Free 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



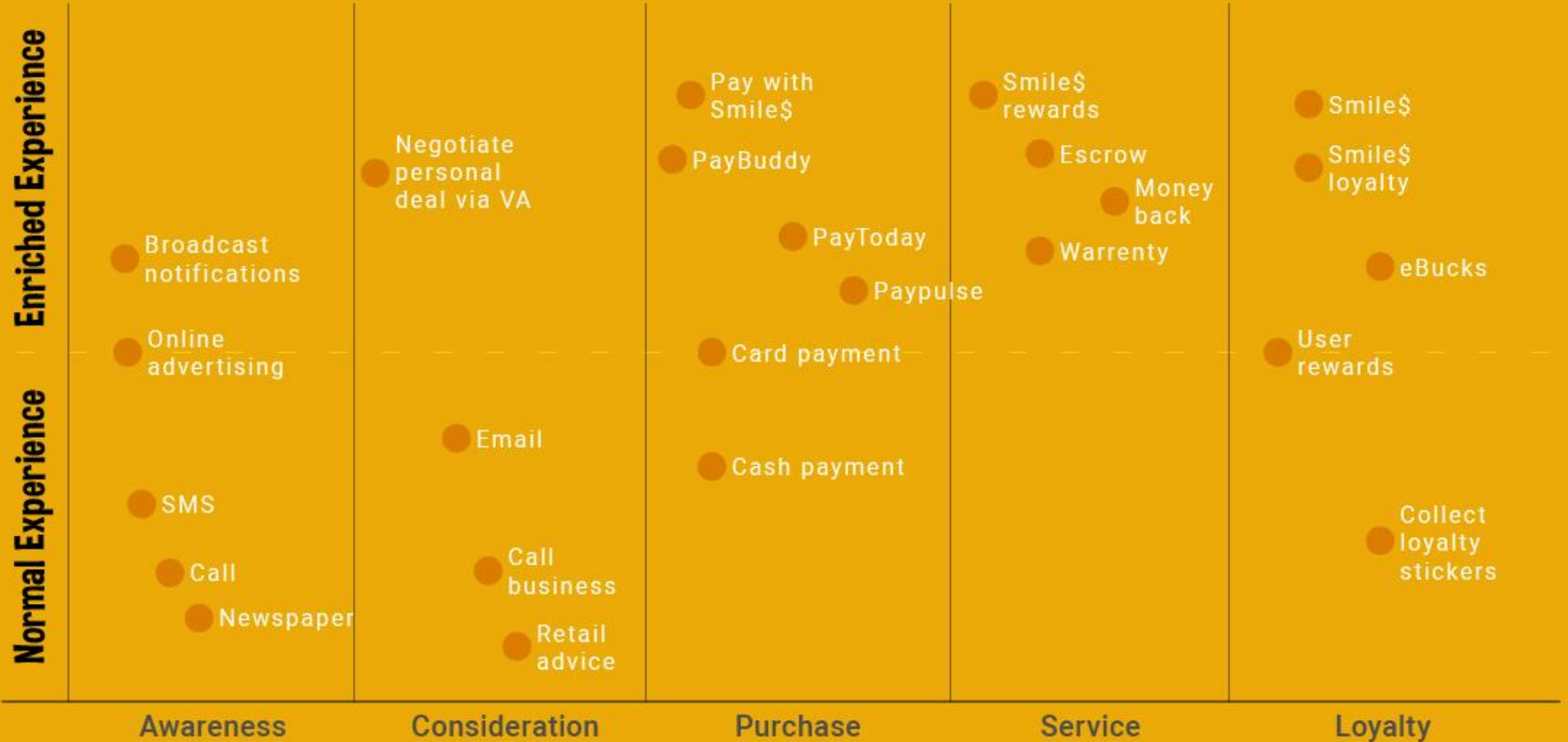
Customer Journey Map

Retail Business & Payments Namibia

MORE ENRICHED

baseline

LESS ENRICHED



Enriched Experience

Normal Experience

Awareness

Consideration

Purchase

Service

Loyalty

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



Rewards

Smile\$ rewards

Loyalty

Smile\$ WIN

Excitement

Smile\$ Loyalty

How does Buddy add Smile\$ to a Merchant

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

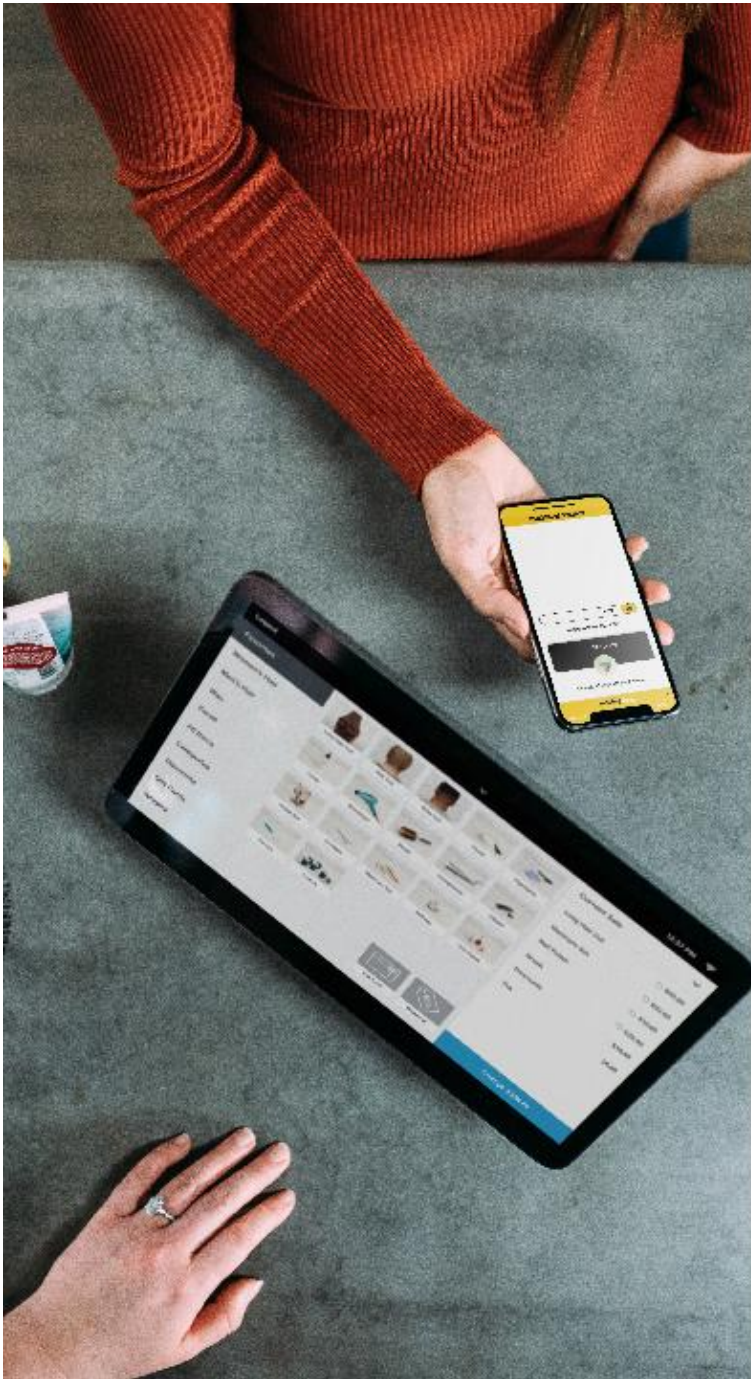
Mobile, Online & Voucher Payments

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

Digital Customer Communication
Chat, email, SMS

Customers Stats & insights

Marketing & Advertising
Broadcasts, Social-feed, Featured Business



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, Intouch, 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 (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

-



AN ALL-IN-ONE Super App



Business & News Feed

Card, Wallet & Voucher payments

Rewards & Loyalties

Grab & Gift Vouchers

Cashback (Smil\$)

Wallet

Buy & Sell

Shop (E-commerce)



Request a Cab

VAS & Bill Payments

Pick-up & Drop-off

Virtual Trade Assistant

MarketPlace

Cars + Properties

Masterpass, Zapper, Groupon, Facebook, WhatsApp, Uber Eats, Bid & Buy, Takealot, Infinity, Hey Jude.

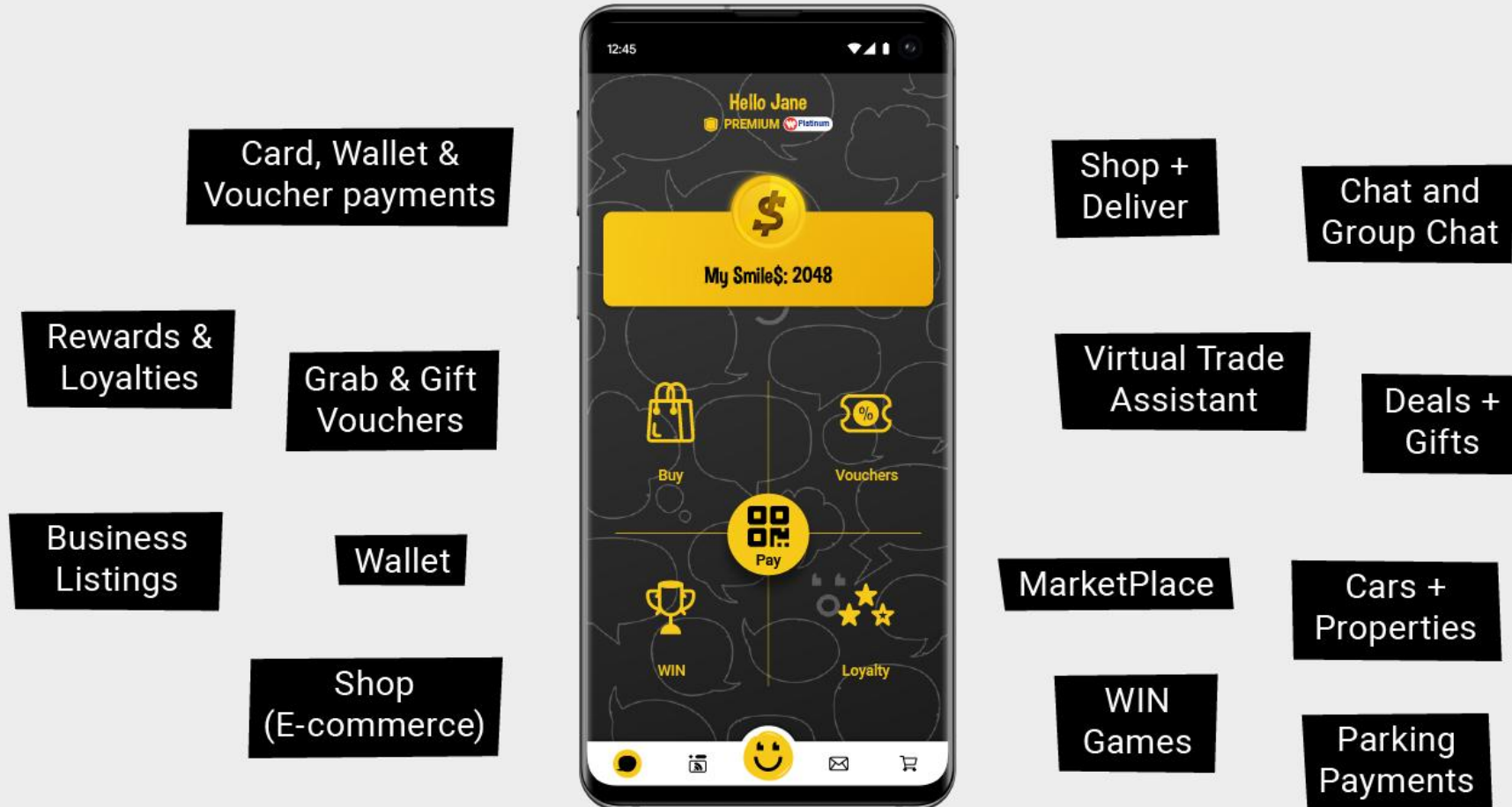


- Card, Wallet & Voucher payments
- Rewards & Loyalties
- Grab & Gift Vouchers
- Business Listings
- Wallet
- Shop (E-commerce)

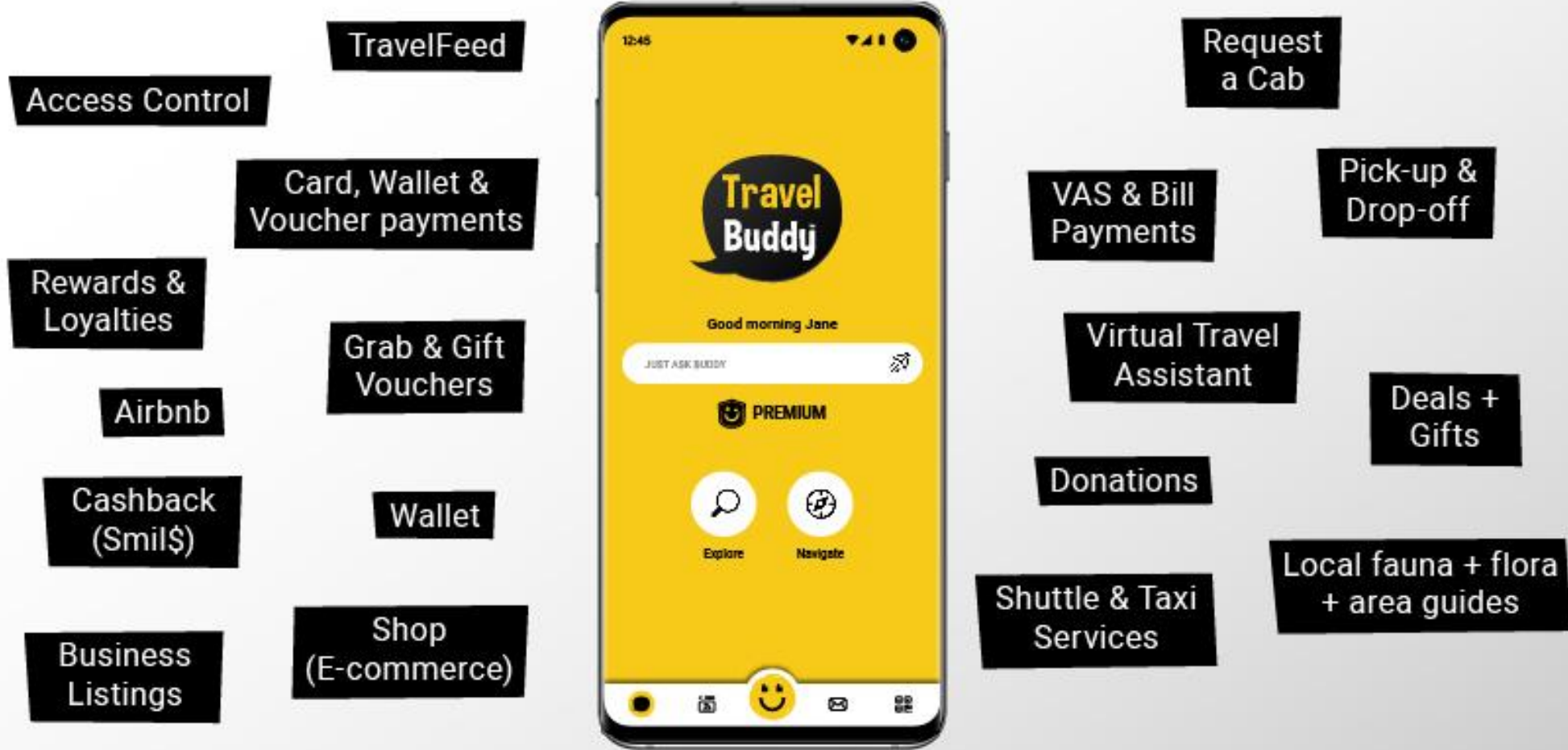


- Shop + Deliver
- Chat and Group Chat
- Virtual Trade Assistant
- Deals + Gifts
- MarketPlace
- Cars + Properties
- WIN Games
- Parking Payments

White Label Payment App



TravelBuddy™



ConciergeBuddy™



White label
community app

Community
Feed

Rewards &
Loyalties

Card, Wallet &
Voucher payments



Chat and
Group Chat

Notifications

Grab & Gift
Vouchers

Shop
(E-commerce)

The KOSMOS Radio 94.1
Concierge as an example

My WorkBuddy™



- Chat and Group Chat
- Projects
- Rewards & Loyalties
- Social Business Feed
- Shop + Deliver
- Directory
- Parking Payments



- WIN Games
- YelloGo
- Personal Trade + Travel Assistance
- MarketPlace
- Intranet
- Post
- YelloCab
- Card, Wallet & Voucher payments



White Label Payment App



Broadcast

Manage Loyalty & Rewards

Bulk Email

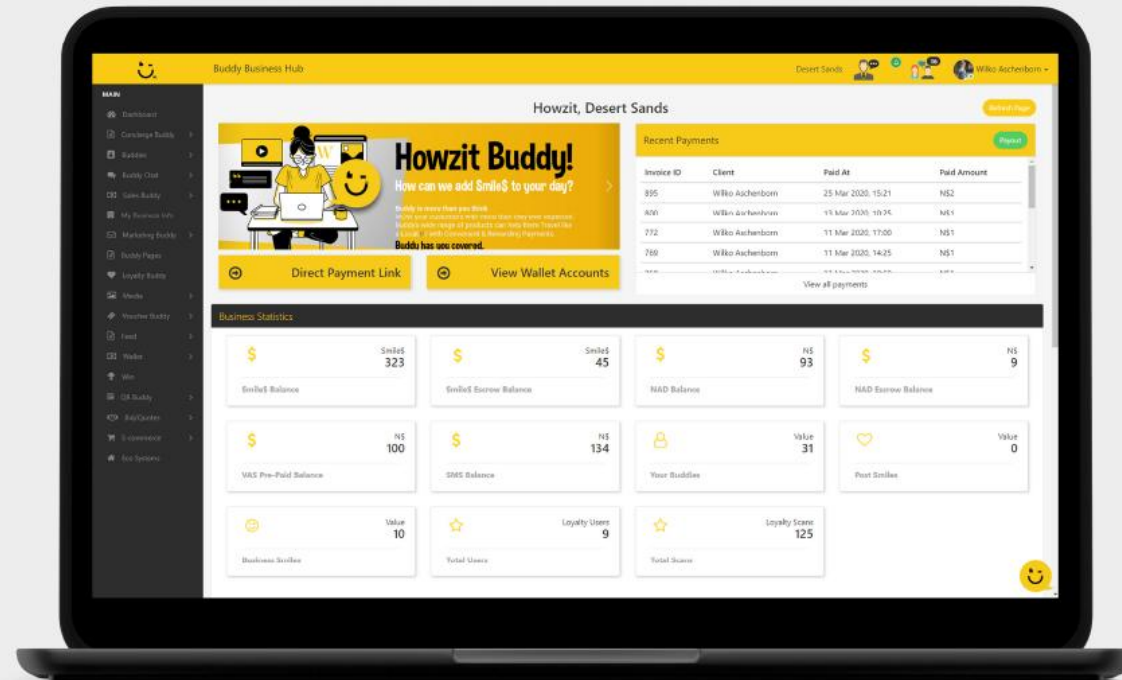
Send Bulk SMS

Concierge Manager

Wallet Balances

Bulk Chat

Manage Feed



Payments Overview

Marketplace

Buddies

Building & Parking Access Management

Employees can use WorkBuddy to access parking garages , as well as buildings and offices with the Buddy Badge build into the WorkBuddy app .

The Badge is a unique identifier and allows for secure access to parking garages , buildings as well as offices .

Metrics & stats as well as time and attendance can be linked to access and exit points





What is the Value of being a PayBuddy Merchant?

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

Merchant Starter

COST: N\$ 0

- Manage Business Profile
- View Stats
- Accept Payments
- Free Listing in YelloBuddy, TravelBuddy
- Buddy Chat
- Quote & Bid Request
- E-commerce
- Smile\$, loyalties & rewards
- Grab & Gift vouchers

Merchant Basic

COST: N\$ 100 p/m

- Manage Business Profile
- View Stats
- Accept Payments
- Create Grab Vouchers
- Paid Business Listing in YelloBuddy, TravelBuddy
- Cinematic Video Review (Business Experience)
- Buddy Chat
- Quote & Bid Request
- 3 Keyword Tags
- Online Payment Link
- Merchant POS App

Merchant Premium

COST: N\$ 450 p/m

- Manage Business Profile
- View Stats
- Accept Payments
- Create Grab Vouchers
- Paid Business Listing in YelloBuddy, TravelBuddy
- Cinematic Video Review (Business Experience)
- Buddy Chat
- Quote & Bid Request
- 9 Keyword Tags
- Smile\$ Loyalty
- Smile\$ Reward\$
- Sales Triggers
- Post to Feed: TravelBuddy, YelloBuddy, Destination SWK, Destination WHK
- Expose Digital Brochure
- Create Buddy Spaces (Group Chat)
- Online Payment Link
- Marketing Module (SMS, email, Broadcast Chat/Messages)
- QR Buddy (Create QR Tags)
- Merchant POS App
- Business oriented Smile\$

POS Device

- RENT: N\$ 350.00 per month for 12 months.
- BUY: N\$ 3 500.00

The POS device runs on Android with print print and scan functionality.



Fees

- Visa & Mastercard fees: 0 - 3.6%
- Smile\$ & Business Smile\$ wallet fees: 3%
- EFT push: 1.75%
- Buddy Wallet: 1.5%

Other Fees

- Other setup and unit costing may apply. All packages include the Buddy license agreement.
- Own Business Smile\$ hosting fee N\$ 500 per month.
- E-wallet payout N\$10. EFT payout. FNB free, others N\$20. N\$0.36 per sms.
- Loyalty cards (N\$3.00 - N\$12.00, quality dependant).
- N\$ 36.00 per month per Business Keyword listed (example Sushi, Sea-view).
- Broadcast chat message - send 5000 free chats per month, N\$100.00 per additional 1000 chat messages.
- Send bulk broadcast SMS' (target age, gender, area, tag) - N\$0.36 cents per user, per broadcast.
- 9% Commission fee on Grab, Gift, member subscription and e-commerce products (unless STO rates applies)
- Loylaty and WIN games: N\$ 0.36 per game/badge





**Cheers
Buddy!**