

# Meet Buddy!

**Buddy Adds Smile\$ To Your Day** 



**OUR MISSION** 

To add Smile\$ to your day!



# **OUR VISION** To be the most rewarding platform!







# The Buddy Promise











**Buddy Smile** 



















# Who is Buddy? A friendly, recognized and trusted brand

# Who is Buddy?



## A friendly recognized and trusted brand

#### What does Buddy do?

• Buddy adds Smile\$ to your day

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

• Convenience, Service, Rewards, Loyalty, Money

#### What are Smile\$?

 Smile\$ are Buddy's loyalty coin that can be used to redeem products & services at any Buddy Business via the Buddy SuperApp

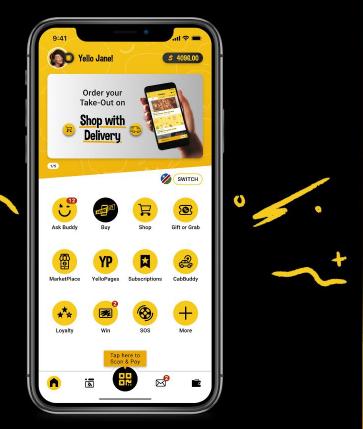


# Why **Buddy?**











Your Everyday Anything **SuperApp** 



# Buddy Business Hub & App



# For the Business 360 Business Hub & App



#### **Empowers your Business to:**

- REWARD Loyalty, Instant Rewards, Cashback
- BUILD & TAG Customer Database
- ACCEPT App, Card, Loyalty, Cash Token (Kaching), Web Payments, Crypto Payments
- COLLECT Advance Payments, Digital Payments, Deposit Payments, Web Payments
- SELL Online, E-commerce, App, POS, Marketplace
- PAY Suppliers, Award Customers
- ENGAGE Signage Solution, IPTV, Audio Player, Surveys, Check-In Solution
- EXPOSE Micro Business Website, E-commerce Web site
- COMMUNICATE Mail, SMS, Email, Chat, WhatsApp
- MY APP Your own Switch App / Concierge / Community App
- EARN Sell Airtime, Electricity, Lotto, SIM Cards, Credit
- TAP2PAY
- INTEGRATE Xero, WordPress
- POS Point of Sale + Inventory Management
- QUOTE & INVOICE Create & Manage Quotes
- JOBS



#### How do we add value (Smile\$) to a business?

#### Buddy Business App WE EMPOWER THE BUSINESS WITH A DIGITAL TOOLSET TO:

#### Engage

- · OR Manager
- · Digital Signage Manager
- · Audio Manager
- · Survey & Polls Manager
- · Access Control
- · F-Meet & Greet

#### Reward

- Instant Rewards
- · Cashback Points (Smile\$)
- · Business Smile\$
- Lovalty Cards
- · Gift / Lovalty cards
- · Deals / Grab Vouchers

#### Communicate

- · Email Marketing / Manager Bulk + Stats Target +Stats
- · SMS Marketing / Manager Bulk , Individual, Target +Stats
- · BroadCast Chat / Notification Bulk , Individual , Target + Stats

#### **Expose**

- · Business Microsite
- E-commerce Website
- Yello Directory Listing
- · TravelMap Listing

#### Services

- · Quote Manager
- Invoice Manager
- Jobs Manager

#### Integration

- Xero
- · Woo-commerce
- Web Payments



POS

Products

· Sales

#### **Payments**

- Direct Payment Link
- Instant Payment
- Advance Booking
- Virtual Card Charge
- Payment Collection
- · Subscriptions ( Debit orders )
- · Pre-Authorisation / Reservation Payments
- Accept Crypto Payments
- QR Payment
- · PayL8ter

## Sell

- · Online E-commerce Website
- · Shop Listing in Buddy Eats or Buddy Store
- · Sell via Buddy MarketPlace Listings
- · Sell Via Business Feed
- · Sell Airtime & receive ongoing Revenue with Telecom

#### My App

- · Web Concierge App
- · Switch Community App Buddy Super App

#### **Coming Soon**

- · Buddy Tap2Phone
- · Buddy CyberGateway



- Payment Types

· Product categories

· Tap2Phone · Scan Card

Inventory

· Reports x/z

## **Accept & Collect**



# Accept & Collect payments in advance or in person with Buddy!

#### **ACCEPT**

 App, Card, Loyalty, Cash, Crypto, Tap2Phone, Cash Token, Subscriptions, Other

#### COLLECT

- Advance Payments
- Deposit Payments
- Swipe Card payments
- App Payments
- Your very own payment web link to collect payments easily, securely, and with multiple options

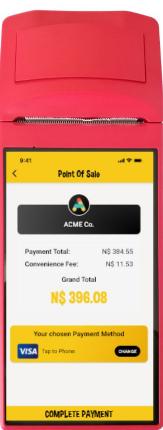
#### **RECEIVE**

- Card Payments (Bank)
- Crypto Payments
- Buddy Payments
- Wallet Payments
- Loyalty Payments
- Cash Token Payments

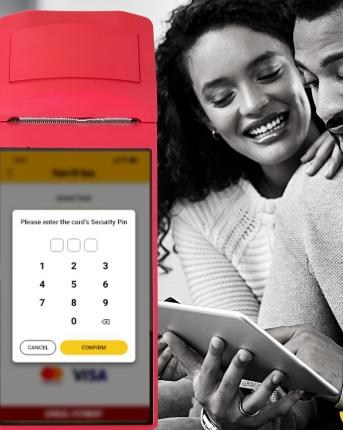


**Accept & Collect** 





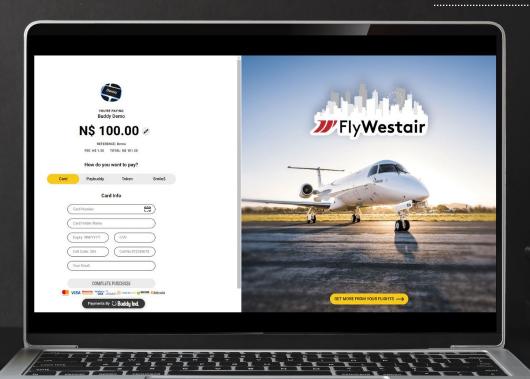




Tap to Phone Payment

# Accept & Collect

## **Receive Digital Payments**





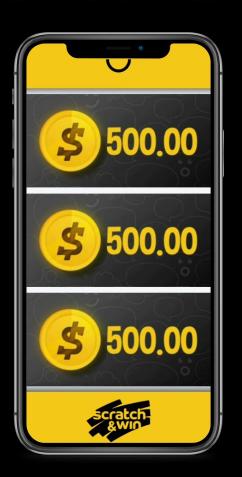


# Reward your customer in more ways than 1 - easily & conveniently

Compliment the Digital Rewards with a Physical Loyalty Card + Gift Card

- CREATE, MANAGE & GIVE
  - Instant Rewards Scratch4Prizes + Spin2Win
  - Digital Loyalty Cards Badges
  - Smile\$ Cashback Points
  - Vouchers & Coupons
  - Gift Cards
- Get your Loyalty & Rewards going with Buddy!
  - Loyalty Cards, Gift Cards, Instant WIN & Cashback has never been this easy and affordable!





#### **Instant Rewards**



WIN via the Buddy Super app, Personal Concierge/Switch app OR your Buddy Business app. No smartphone needed!



Customers/Users can win Smile\$ loyalty points or digital vouchers (prizes) which are managed and setup under the WIN section. Users need to match 3 to win.

You can set up a WIN game based on specific Sales Triggers, or set them for all purchases made in your store.





### **Instant Rewards**

Buddy
Your Everyday Anything

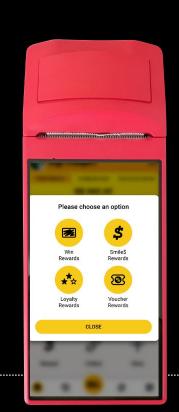
###WIN GAME###
MERCHANT: Desert Sands

CASHIER: Birgit Mann DATE: 29 Mar 2021 15:52

DS\$Spin\$Win

Scan To Redeem

Powered by Buddy SUNMI | V1s | 2.0.1 | iu45aer847745jug











### **Digital Loyalty Cards & Badges**

#### Compliment with a physical Loyalty Card

Our Loyalty Feature allows a Customer to collect a set number of loyalty badges on a virtual loyalty card OR a printed Card.

Loyalty via Print, SMS, Scan, or QR.

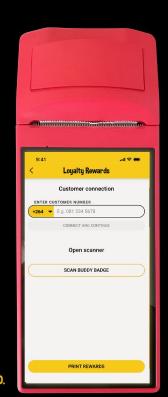
Once a set number of loyalty badges are collected, a digital voucher is assigned to the user in-app (Buddy app) or to his Cell number or Loyalty Card.

The user can use the digital/printed voucher as payment by sharing the SMS code, showing their Loyalty Card, or using their app to Redeem Voucher.

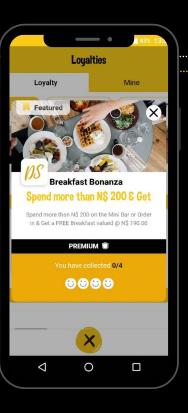




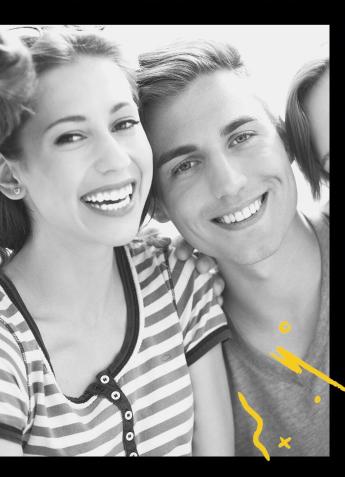
## Digital Loyalty Cards & Badges







Users can access multiple loyalty cards in an app. Loyalty cards can be matched against user profiles such as age, gender, location & user tags.

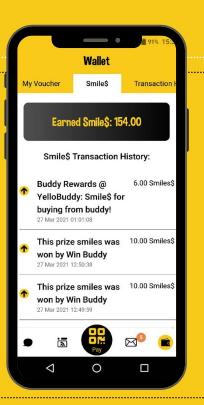


### **Smile\$ Cashback Points**

Reward Customers with Smile\$ or Business Smile\$ / cash back each time they pay or buy.

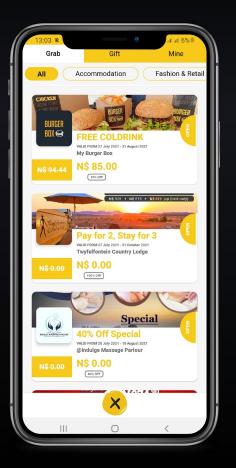








These Smile\$ (points) can be set up to be used at any Buddy Business. Alternatively, they can be set up to be used at your business only.



### **Vouchers and Coupons**

The Grab Voucher feature allows a user to grab a digital voucher (coupon or deal) with a set value (price) or set against no value (coupon) and redeem this at the Buddy Business via the 'Pay' feature in the app.

Once a voucher is grabbed with a set value, the user is directed to checkout.

A business is notified via the notification channels (SMS, email, chat, print) when the voucher is redeemed.

A grab voucher's visibility can be set against a user's profile or tags.







### **Digital Gift Cards**

#### Compliment with a physical Gift Card

A great way to encourage your existing customers to introduce your business to new customers! Get your custom Gift Card from Buddy today! Your branding, your logo, your contact information.



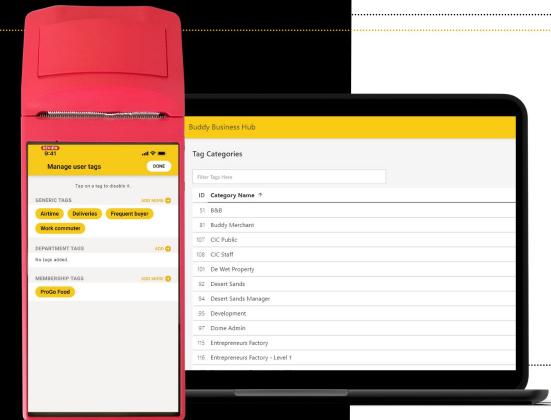
There are no set values, your customers can choose the amount they would like to Gift.

Assign a Value or a Voucher.

Customers with Gift Cards usually spend more than the gift card value in-store.

# **Build & Tag**

## Build and grow a customer database with Buddy



Tag a Customer with unique ID tags for

- Rewards
- Communication
- · Access Control App
- Card
- Loyalty
- Cash
- Crypto
- Tap2Phone
- Token
- Subscriptions
- Other



## Sell



# List, Manage & Sell your products & services online direct or via the Buddy Ecosystem

- MARKETPLACE
   List your products or services in the Buddy Marketplace under
- BUY or SELL, PROPERTIES, CARS, RAFFLES, AUCTIONS
- YOUR OWN E-COMMERCE WEBSITE
- BUDDY EATS OR BUDDY STORE



## Sell





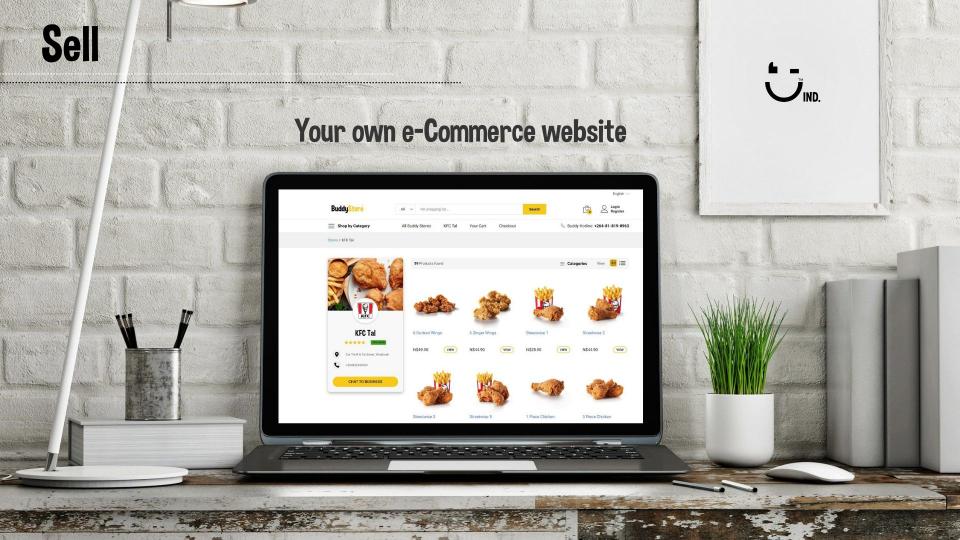
#### **MarketPlace**

MarketPlace allows an app user or business to list a classified listing under a specific category.

Categories include Buy & Sell, Properties, and Cars.

In addition, a listing can be set to a Raffle or Auction listing.

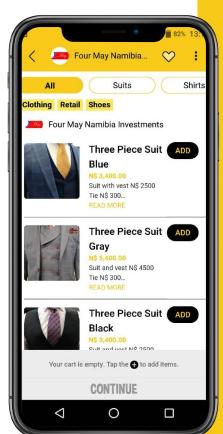




## BuddyEats Sell BuddyStore











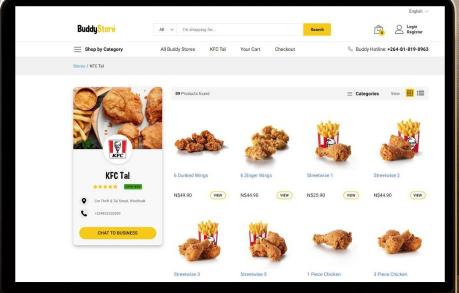
# Manage, Update, Share & Expose your business online and via the Buddy Ecosystem

- Your Own E-commerce Website
- Your Own Micro Business Website
- YelloPages Directory
- Travelbuddy TravelMap
- Keyword Directory





### Your own e-Commerce website



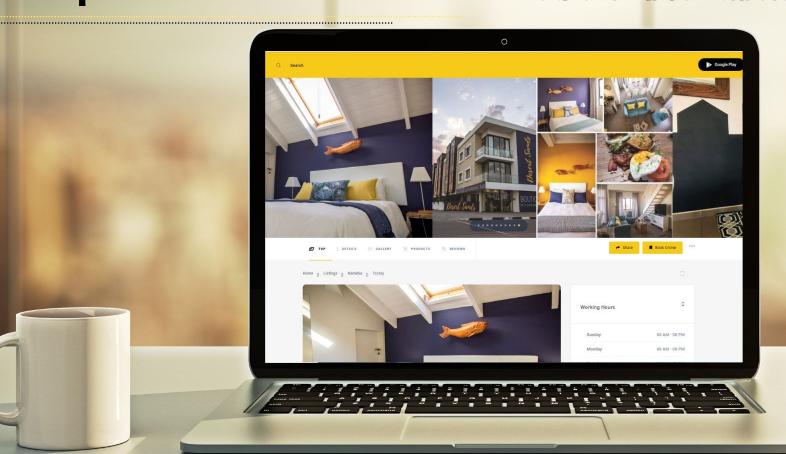




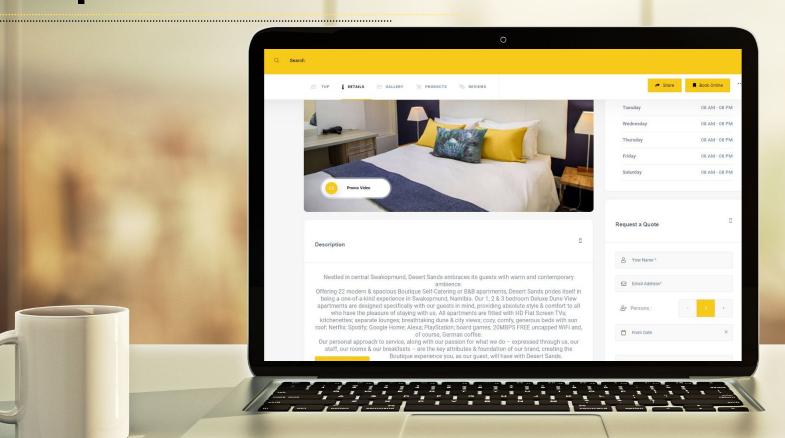




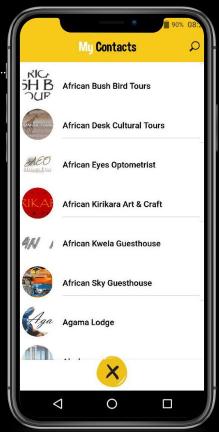
### Your own Micro Business website



### Your own Micro Business website

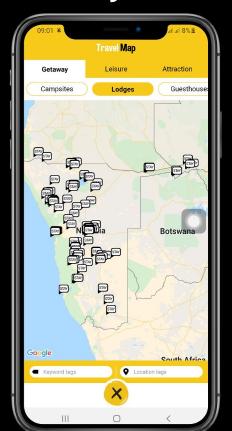


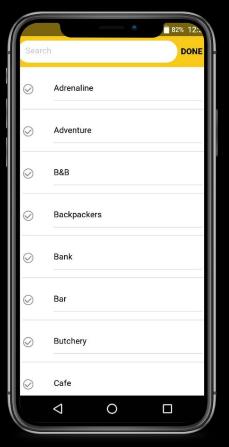




YelloPages Directory

## TravelBuddy Travel Map

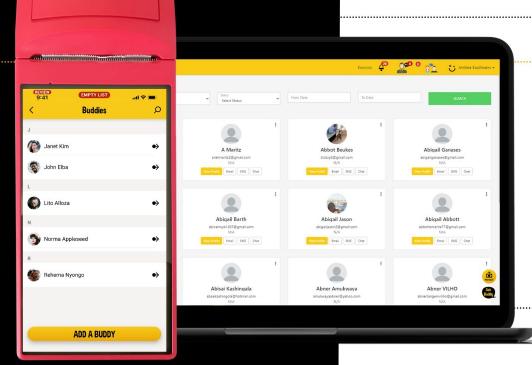




**Keyword Directory** 

## Communicate

### Mail, SMS, Chat, WhatsApp



Target, filter & communicate with your buddies (customers) and external contact list.



# My Switch App



# Get your own personal business app within the Buddy SUPER APP

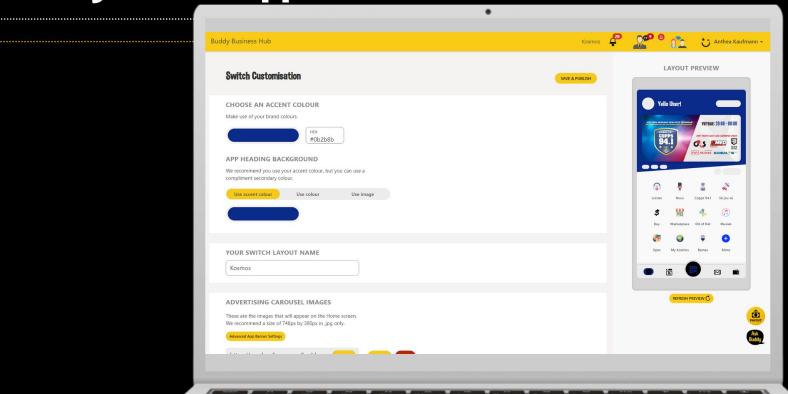
- Manage your Brand & colour scheme
- Communication
- Banner Adverts
- Multiple Content & function button options
- Social Business Feeds
- Chat & Notifications
- Rewards
- Loyalty
- Payments
- Subscriptions





# My Switch App

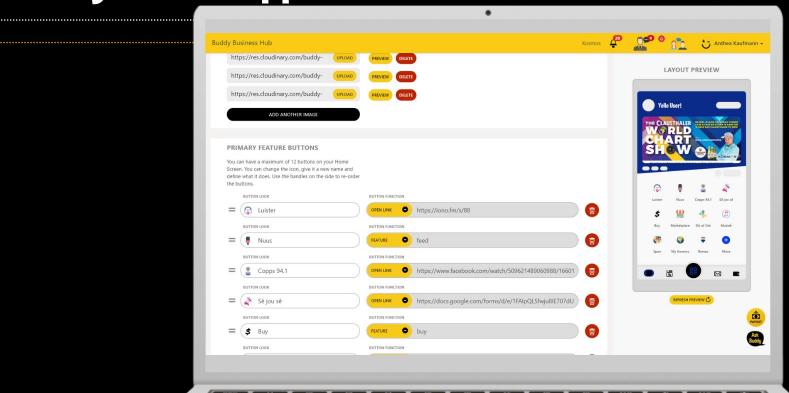
## Your own personal Business App





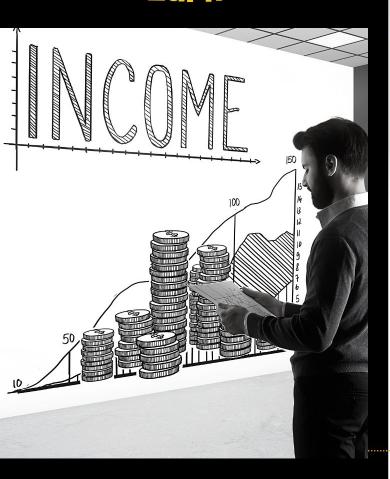
# My Switch App

## Your own personal Business App





## Earn



#### Earn instant & Ongoing commission for re-selling

- Airtime 9%
- Electricity 1%
- DSTV 1 %
- Bill Payments 1 %
- Lotto 5%
- Sports Betting 3%
- Spotify Vouchers





# **Engage**

# Buddy TV Your in-room Marketing & Information Solution

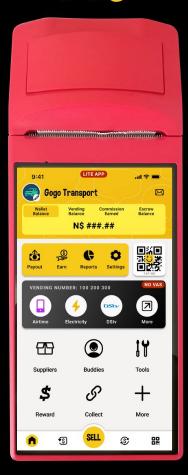


# Engage your customers with a feature rich set of digital engagemet tools

- Buddy Signage Player
  - Create, Manage and run Digital Adverts in your storefront
- Buddy Audio Player
  - Stream Music with your own custom adverts in your storefront
- Buddy Check-In
  - Check-in your guests digitally with Buddy
- Buddy Surveys, Polls & Tasks
  - Extend surveys and polls to your customer via direct web link or within the Buddy Ecosystem. Reward with Smile\$
- Buddy TV
  - Market & Communicate to your customers in-room with Buddy TV.
  - Ideal for Guesthouses, Lodges, and B&Bs.
- E-Meet and Greet
  - Setup free or paid E-meet & greet sessions with Buddy via Video & Voice Call



## POS



#### An easy-to-use Point of Sale for your business

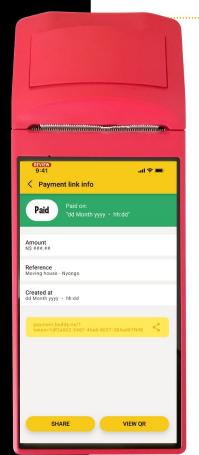
- Ideal For
  - Cooka Shops
  - Bazaar Business
  - Food trucks
  - Mini-Bar
  - Restaurant
  - Pool Side
- · Works on any Smartphone
- Prints orders
- Save to room or cart features
- Inventory Management
- Daily X/Z Reports + sync to the Cloud / Hub
- Profit Calculation on Inventory Sold
- Reporting
- Swipe Card Integration
- Checkout with Buddy
- Crypto
- Cash or Other

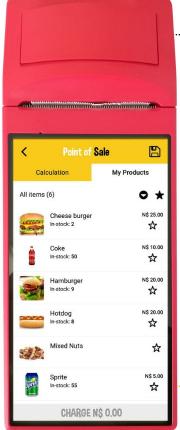


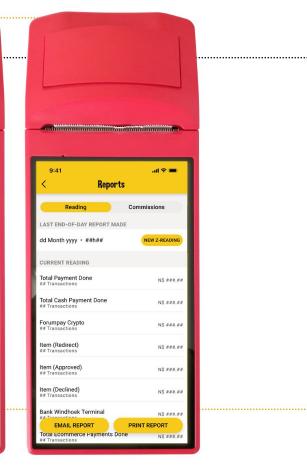
## POS

#### An easy-to-use Point of Sale for your business











## **Quote & Invoice**



# A basic quoting & invoicing solution for your business

- Create, Manage & Share (send) quotes to customers
- Convert Quotes to Invoices
- Add Multiple TAX options
- Automatic Payment option to Buddy integrated
- Integrates with Xero for Recon / Ledger Balancing





## Jobs & Services



# Extend your services into the SuperApp and accept Job Requests from customers

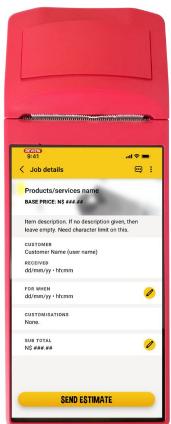
- Manage your Job Cards and cost to the customer with ease
- Increase your business service ratings to get more Jobs

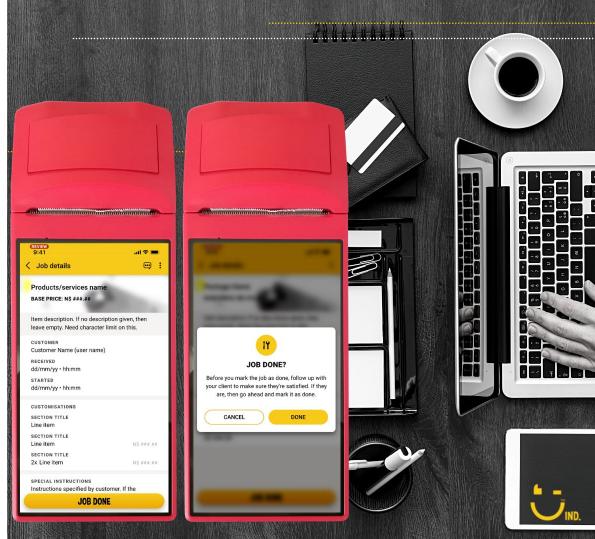




## Jobs & Services







# **Buddy Access Control & Buddy Locks**



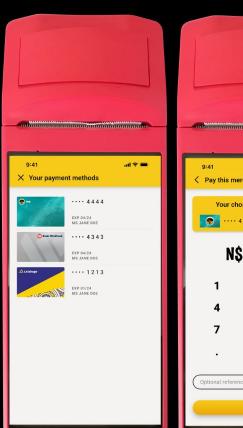
# Manage your entry and exit points with the Buddy SuperApp

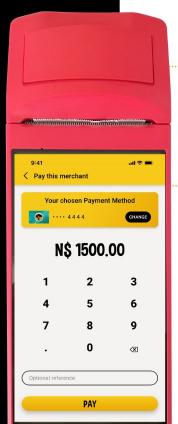
Manage your entry and exit points with Buddy SuperApp Trigger relays, gates, doors, and a special Buddy Lock. Ideal for B&Bs, Guesthouses & Hotels.

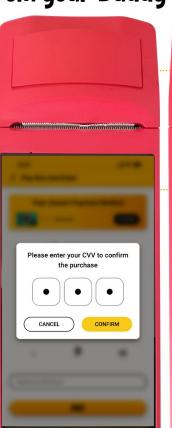


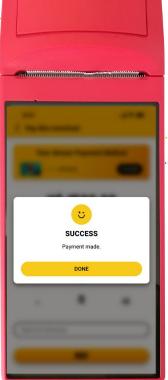
# **Pay**

# Add Suppliers to your network and pay them directly from your Buddy Wallet









Contact Suppliers directly by Message, E-mail, and Chat.



# Integrate



#### Buddy integrates with WordPress and Xero

Install the Buddy Payment Plugin for WordPress and accept Buddy Payments via your WordPress website

Invoices & quotes get synchronized to Xero from Buddy with Payment recon and direct payment link integration on Xero Invoice.









# What is the Buddy Corporate Payment Solution?

The Buddy Corporate Payment Solution allows any corporate business to manage a pre-funded payment vending account towards topping up a pre-funded corporate card, app, or Token for their employees or staff compliment.

The Employee or Sales Agent is able to pay any Buddy Business including an Engen Site with the Card, App, or Token against spending rules/restrictions set on the card.

#### Steps:

- 1. A Corporate Business tops up their Corporate Account with Funds
- 2. The Business assigns the Funds to a Card, User, App, or Token
- 3. Corporate sets Spend Rules. X on Fuel. Y on Groceries. Z on Airtime
- 4. The solution allows for spending via Card, APP (Buddy, Engen), Token at any Buddy Business
- 5. The business has an overview via Web Dashboard of Spend, transaction ledger & other reporting detail
- 6. Management can communicate or manage information to a Staff compliment





# **Business Advantages**



- Management Dashboard
- Conveniently Manage employee Prepaid Payments
- Real-time overview of Employee Spend
- Alert Notitications via e-mail, SMS, Chat
- Transaction ledger overview
- Download or print PDf or Excel
- Filter by date, month, period
- Setup and Manage Spend Rules
- Cashback Savings
- SOS Panic Alert
- Communication Corporate App, Notification, SMS,

**Email** 



# Buddy Business



#### Get all this @ N\$ 2900 once off (device included)

Top-up your Prepayments @ any Airtime City vending machine countrywide. CONTACT US yello@buddy.na















Sell - Reward - Earn - Engage - Go Digital









N\$2900 Once-Off

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Bank Windhoek	
Pax Device	

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N\$2900 Once-Off

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**Smart Device** 

smartphone/tablet

Bluetooth Printer or

**Network Printer** 

~

×

	N\$287 p/m Rental
Print	_
Scan	~
Open Android	×
Bank Card Present (Swipe)	~
Process Card Payments (3%)	~











Buddy Adds Smile\$ To Your Day





# **Evaluating the Merchant**

# Buddy Business

Evaluating the Merchant			
D : -	Lower	Middle	Higher
<b>Business Features</b>	LSM	LSM	LSM
- Common - Common	LOIM	LOW	LOW
REWARD			
Loyalty		~	
Instant Rewards	$\overline{\mathbf{Z}}$	<u> </u>	
Cashback	ightharpoons	✓	
SELL		THE STATE OF THE S	
Online/ E-commerce		<b>Z</b>	<b>~</b>
App		~	~
POS	<b>V</b>	~	<b>V</b>
Marketplace		<b>✓</b>	
ENGAGE			
Signage Solution			
Buddy TV	n n	T T	
IPTV		i i	7
Audio Player		~	<b>V</b>
Surveys			
Check In Solution		✓	$\overline{\mathbf{v}}$
Customer Database			$\blacksquare$
EXPOSE			<del>T</del>
Micro Business Website			
E-commerce Web site			
COMMUNICATE			1
SMS		<b>-</b>	
Email	T in		Ž
Chat	ä		Z
Whats App	T A		~
BUILD & TAG			
Customer Database			
QUOTE & INVOICE			
Create			<u>~</u>
Manage Quotes			
ACCEPT			
App Payment			✓
Card Payment			
Loyalty		✓	$\leq$
Token		✓	$\overline{}$
Crypto Payments			
Web Payment		$\blacksquare$	
COLLECT	1		
Advance Payments			
Digital Payments			$\overline{}$
Deposit Payments			$\checkmark$
Web Payments			✓

#### **Business Features**

Lower LSM Middle LSM Higher LSM

QUOTE & INVOICE			
Create			✓
Manage Quotes			$\checkmark$
MY BUSINESS APP			
Your own Switch App			$\overline{\mathbf{v}}$
Concierge Web App			✓
Community App			✓
EARN			
Sell Airtime		$ lap{}$	
Sell Electricity			
Lotto	ightharpoons		
Sim Cards			
Credit & Data			
BUSINESS POS			
Point of Sale		<b>Z</b>	~
Inventory Management		✓	
TAP2PAY			
Арр		ightharpoons	$\checkmark$
POS		✓	$\checkmark$
INTEGRATE			
Xero		$\checkmark$	$\checkmark$
Wordpress		$\mathbf{Z}$	$\blacksquare$
JOBS			

#### FEES



Card Transaction Fees 3%
Smile\$ Transaction Fees 3%
Buddy Eats + Buddy Store Commission fee 9%
Grab Voucher + Gift Voucher Fee 9%
Buddy Chat booking facilitation Fee
between 0% & 20%
Business Smile\$ Prepayment Fee 9%

on Business Smile\$ loaded
Loyalty Badges 0,36 cents per Loyalty Badge
Win Game 0,36 cents per Win Game
Bulk SMS Fee - 0,36 cents
Loyalty Card Fee N\$ 5-12 N\$





**Your Everyday Anything SuperApp** 

## For the Consumer



#### Your Everyday Anything SuperApp to:

- WIN SmileS + Vouchers
- ASK BUDDY Travel & Trade Assistant
- CONNECT Business, Info, Feed
- COLLECT / LOYALTY Loyalty Badges
- GRAB Deals, Vouchers, Coupons
- GIFT Gift Cards
- SHARE News, Feed, Surveys
- · ORDER Groceries
- EAT Buddy Eats + delivery
- SHOP Buddy Store: MultiVendor + delivery
- SELL Marketplace, Cars, Property, Raffles, Auction
- SWITCH Community or Business App
- SUBSCRIBE Debit Orders
- EARN Rewards, Loyalty, Cashback
- PAY Business, Friend, Bills
- SOS Medical, Car Breakdown
- BUY Airtime, Electricity, Lotto, Vouchers
- LOCATE YelloPages, TravelMap
- BID & QUOTE
- SCAN QR, Info, Ratings
- TRAVEL Request a Cab, Schedule a Trip
- BOOK Restaurant, Accommodation, Activity, Service
- EASY SMILES
- MAGIC LOTTO

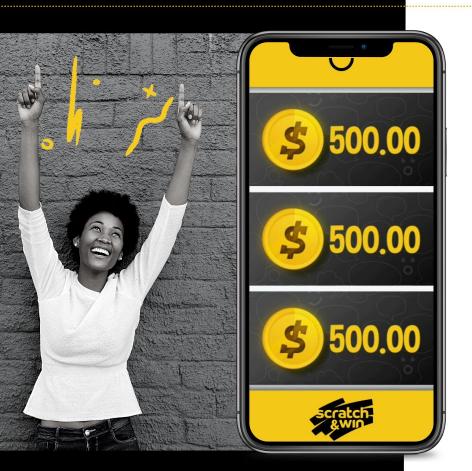


#### How do we add value (Smile\$) to a user?

#### Buddy SuperApp WE CONNECT, REWARD, ADVISE & ASSIST A USER:



## WIN



#### WinToday every day, 1 x a day!

#### Play the infamous, daily Scratch4Prizes game.

- Every time you buy or pay with Buddy, you get an instant WIN game
- Win Smile\$ Spend your Smile\$ on airtime, electricity or pay any Buddy Business
- Win Vouchers Redeem your Vouchers with the Buddy Business
- Lookout for the Buddy QR code Scan it and get a free WIN game
- When paying a Business, lookout for WIN games
- Buying airtime or electricity always gets you a WIN game



- Premium Buddies get to WIN more & more often
- Premium Buddies get a Premium WIN game each time they buy, pay or play WinToday



# **Ask Buddy**



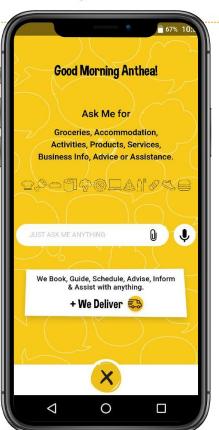
# Your trusted, local, personal, travel & trade assistant Buddy.

#### Ask Buddy ANYTHING!

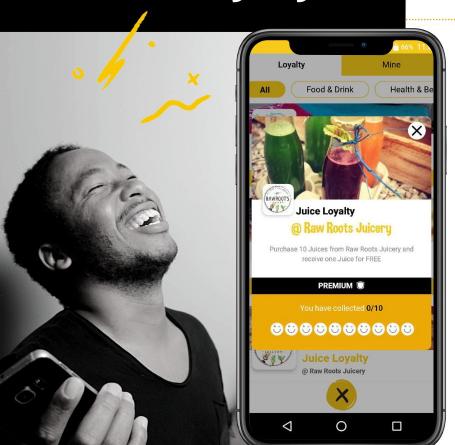
We inform, advise, assist, book, schedule
 & guide



- Premium Buddies get more personal assistance with loads more Smile\$ back when using the local, personal, travel assistance service
- For Premium Buddies we include restaurant bookings



# Collect / Loyalty



#### **Collect Loyalty Badges**

# Available at participating Buddy Businesses for shopping or buying with Buddy via digital Loyalty Cards

- Manage all your Loyalty Cards in one easy accessible space within your wallet via the Buddy SuperApp
- A set number of badges collected converts into a digital Voucher which you can then use to redeem goods and services from the Business via the Pay feature or directly from your Wallet

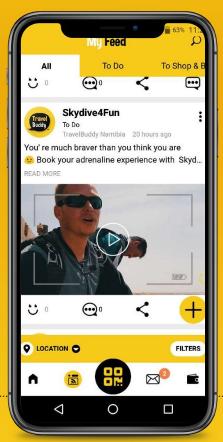


 Premium Buddies can access Premium Loyalty cards that are not accessible to Freemium Users

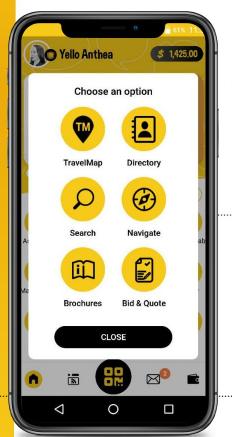


## Connect & Get Informed





#### Connect to a Buddy Business with ease



Connect with a variety of community apps, social business feeds, content pages, travel maps, directory services and loads more via the Buddy SuperApp.

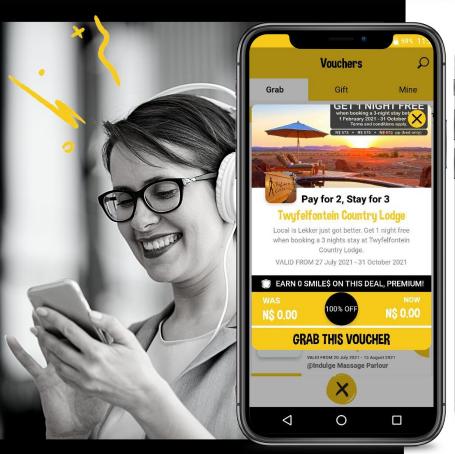


Premium Buddies have access to Premium content, maps, pages and functions.



### Grab

#### **Grab Deals, Coupons & Vouchers**





 Grab personalised, 2-for-1, free and/or discounted deals, coupons or vouchers, via the Grab & Gift section in the Buddy SuperApp



- Premium Buddies can grab
   Premium Grab vouchers.
- Premium Buddies also earn up to 30% Smile\$ cashback on Value Vouchers Grabbed or Gifted.



### Gift

#### Gift Deals, Coupons & Vouchers





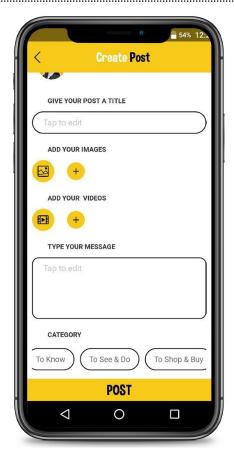
- Grab and Gift somebody a digital gift voucher via the Buddy SuperApp
- A Gift Voucher can be redeemed at the specific Buddy Business for the value of goods & services
- Redeem from the Wallet or via OR scan



 Premium Buddies earn up to 30% Smile\$ Cashback on Gift Cards grabbed

## Share

# Share your personal experience in the Buddy Social Business feed





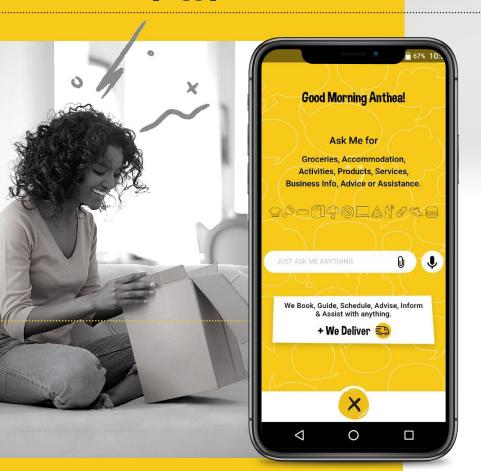
- Add an image, text, or video and share your experience on the feed
- Sharing helps network and promote the local economy, business, or experience to other users and ultimately helps the business grow



Premium Buddies earn Smile\$
 when posting to the social
 business feeds.



### Order



#### You Order, We Organise & Deliver

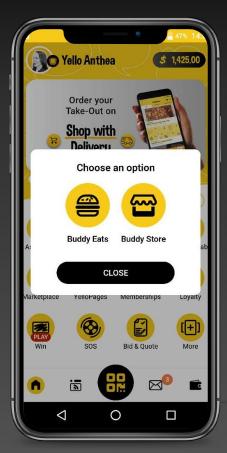
- Order your groceries, take-out, liquor, masseuse, cleaning team, dog walker, in-house chef, or anything you can think of straight from the Buddy SuperApp
- Use the 'Ask Buddy' feature to get your order organised and delivered to your desired location



 Premium Buddies earn up to 30% Smile\$ cashback on any orders via the Buddy SuperApp

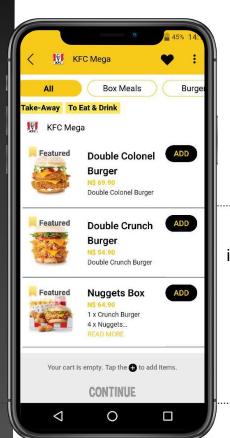


# **BuddyEats**





#### We deliver to where you are!



Order your favourite eats via the Buddy SuperApp and have your meal delivered to your home or office. Filter, search via category, keyword or shop name.

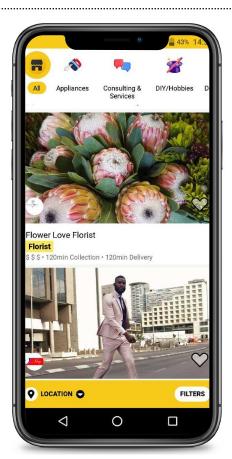
Earn Smile\$ (cashback) and an instant WIN game with each order.

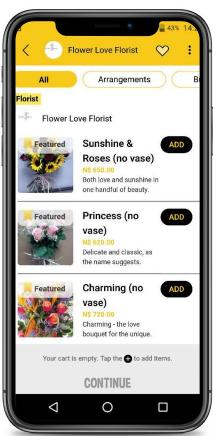


Premium Buddies earn up to 9% Cashback and Premium instant WIN games with their BuddyEats orders.



# Shop





Shop from multiple businesses in BuddyStore

- Find anything and everything local to buy within multiple different communities, directly from within the Buddy SuperApp
- Filter or search via keyword, product type, categories and shop name
- Browse shops, product categories, products, and buy directly with ease
- Checkout and pay with your Card, Wallet, Loyalty Points or Cryptocurrency
- Buddy delivers to your doorstep
- Earn Smile\$ with each transaction



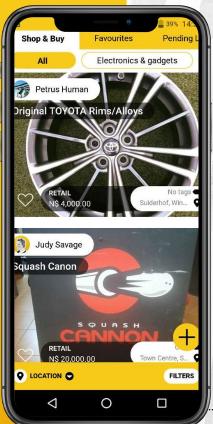
Premium Buddies earn up to 15%
 Smile\$ back and Premium WIN
 Games with each order via
 BuddyStore

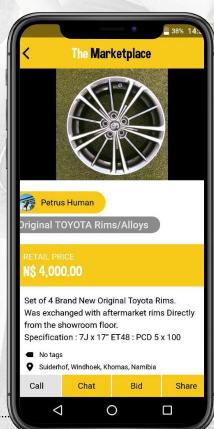


## Sell

### Post, Bid, Buy or Sell Anything on MarketPlace







- List your previously loved items on our Marketplace in unique predefined categories, and get them sold easily & conveniently amongst an ever-growing community of users
- Choose from listing in Buy&Sell, Properties, Cars, Auctions or Raffles
- Allow users to bid on your listings, chat directly or even call you directly



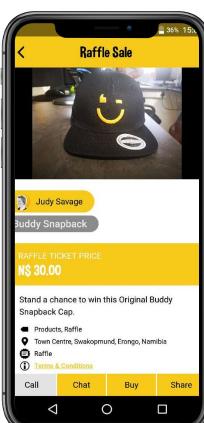
 Premium Buddies get to list unlimited items in the
 MarketPlace for free



# Raffles & Auctions

#### A modern twist on selling unwanted items





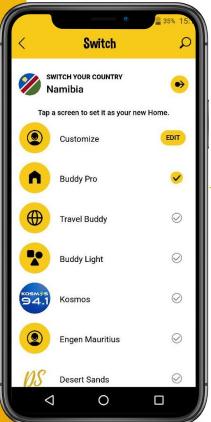
- List your item as a Raffle and get multiple people to buy a raffle ticket
- The Raffle automatically randomly chooses 1 x Lucky winner at the end of your set date
- You can set fixed rules on your Raffles - e.g. Number of raffles sold, specific time frame, value per ticket, fixed number of tickets sold before Raffle draw date



# **Switch**



Switch to one of our Community Apps via the Switch feature in the Buddy SuperApp



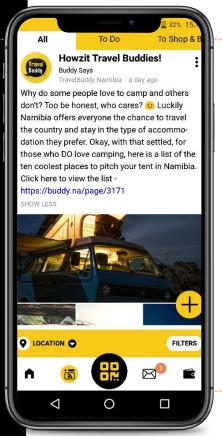




# **Switch**



# A Switch App provides you with community information, targeted deals & feeds



- Access private pages, groups, galleries and loads more without the need to download yet another app
- Conveniently stay within your selected Switch
   Community for as long as you desire, even if you close and open your app again
- Switch between multiple communities to discover the value each community wishes to offer with ease, and without populating your app without multiple unwanted apps
- 1 App to manage them all

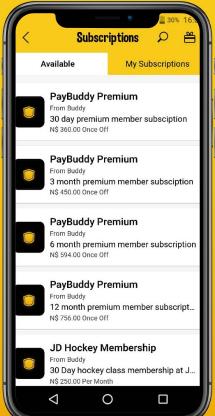


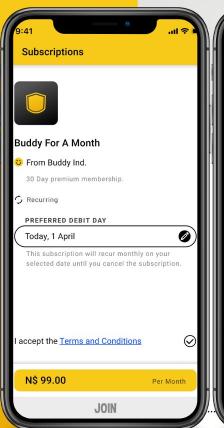
 Premium Buddies have access to Premium Community Apps

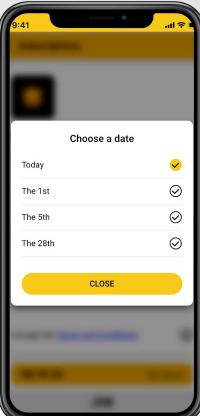


## Subscribe

#### Subscriptions & Memberships from Local Businesses







- Subscribe to your choice of available subscriptions & memberships offered from local businesses, teachers, coaches and trainers via the Buddy SuperApp
- Link your subscription to a preferred payment method (Bank Card, Wallet, Loyalty, Crypto) along with a date of billing
- Subscribe & unsubscribe with ease and manage your subscription billing all within the Buddy SuperApp

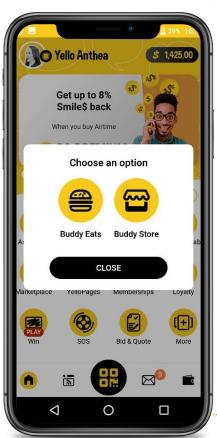


Premium Buddies get up to 10%
 Smile\$ cashback on their active
 Subscriptions & Memberships •

### Earn

# Earn Smile\$ (cashback) each time you use the app





- Earn Smile\$ when you complete tasks, surveys or polls with Easy Smile\$
- Pay with your Smile\$ at any registered Buddy merchant, buy airtime, electricity, lotto tickets or even shop online in BuddyEats or BuddyStore
- Smile\$ can be earned and burned at any Buddy business



- Premium Buddies earn more Smile\$ cashback when they buy or pay
- Premium Buddies earn more Smile\$ on EasySmile\$ surveys, tasks & polls

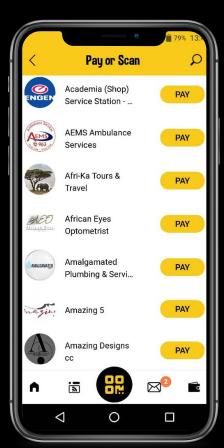






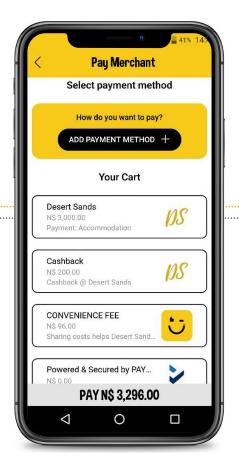
### A convenient, safe, secure, easy

#### **&** contactless way to pay

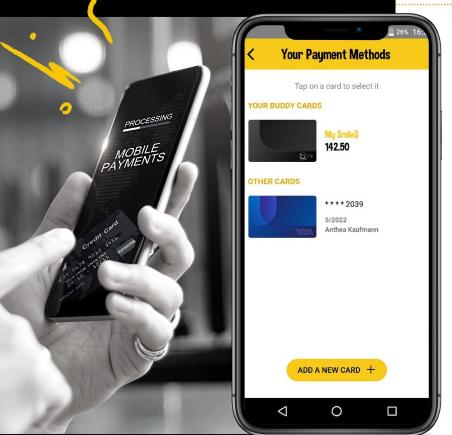








# Pay



#### Pay a Business via your Smartphone

Scan the Buddy Business QR or select/search for the desired Business from a list and pay with multiple options to choose from.

- Pay with Bank Card (Debit, Credit, Hybrid)
- Add multiple Bank Cards into the Buddy SuperApp as payment methods to choose from when paying or buying with Buddy
- We use the latest security software and standards when you vault your card with us
- You receive digital invoices & receipts directly from the supplier after a successful payment is completed



## Pay



- Pay with Smile\$
   Pay using your loyalty Smile\$ earned at any Buddy Business
- Pay with Wallet
   Top up your Wallet via EFT, Card, Vending Kiosk or Buddy Business
   Choose your wallet when paying a Buddy Business or buying with
   Buddy
- Pay with Cash Token
   You can pay using our unique multipurpose KaChing Token
   This token holds a stored value and can be used at any Buddy
   Merchant or Business
- Pay with Voucher

  Pay using a voucher that you have won, grabbed or been gifted.

#### GO PREMIUM

- Premium Buddies always get an instant Premium WIN game when paying with Buddy
- Premium Buddies get up to 3% back when paying with Buddy



## SOS





Trigger an SOS panic alert from within the Buddy
SuperApp or download the Buddy SOS app separately
and trigger the SOS for
Car Breakdowns, Medical Emergencies & Theft

- The app maps (pinpoints) your exact location and shares it with emergency service providers along with your medical details and next of kin contact information
- Our Emergency services will send out assistance services to your location or an ambulance if needed
- For Travellers using the TravelBuddy Switch App, we include repatriation flights & car breakdown services
- The app also allows for Telemedicine services with Paramedics and Mental Health Care practitioners on standby 24/7
- Only Premium Buddies get access to this Feature via the Buddy SuperApp

# Buy & Earn Smile\$



# Buy digital VAS (Value Added Services) from the Buddy SuperApp and earn Smile\$ back each time you buy

- Airtime
  - Freemium gets 1-3%
  - Premium gets up to 9% Smile\$ Cashback
- Electricity
  - Freemium gets 1%
  - Premium gets up to 9% Smile\$ Cashback
- DsTV
  - Freemium gets 1%
  - Premium gets up to 9% Smile\$ Cashback
- Bill Payments
  - Premium gets up to 1% Smile\$ Cashback
- Magic Lotto
  - Premium gets up to 4% Smile\$ Cashback
- Sports Betting
  - Premium gets up to 4% smile\$ Cashback



### Locate

## Locate any Business registered with Buddy

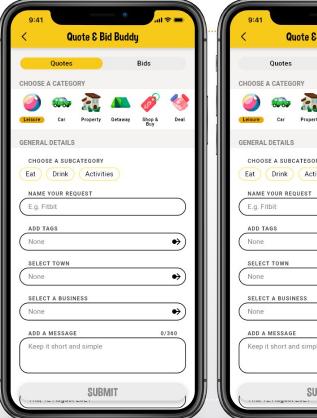


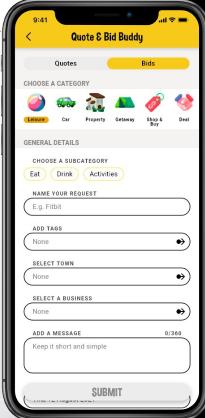




• Search via map, name, keyword, category or tag

## **Bid & Quote**





# Request a Quote or place a direct Bid to a business or business service of your choice

- Ideal when looking for accommodation, replacing the tyres on your car, or buying a new TV
- Place a Bid and see if luck is on your side, OR request a Quote and receive multiple quotes from suppliers that match your requested criteria



 Premium Buddies earn between 9-50% Smile\$ Cashback through this service



## Scan



# Scan Buddy QR Codes and other QR codes through the Buddy QR scanner

#### A QR allows a Buddy user to:

- Pay a Business
- Rate a Business
- Get Information
- Connect to Business information
- Open a Webpage
- Open Doors & Gates
- Play WIN Games
- Collect a Loyalty Badge



**Desert Sands** 



### **Travel**



#### Travel with the Buddy SuperApp

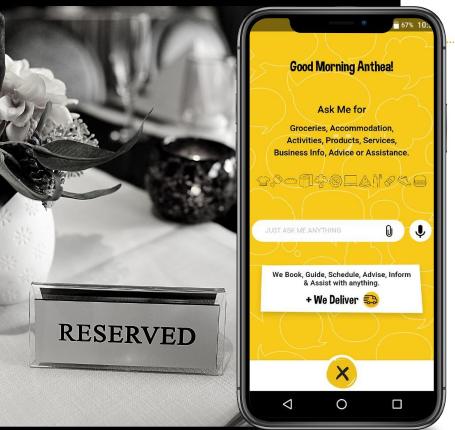
- Use the CabBuddy feature to book a trusted and vetted cab or shuttle service in local travel destinations to get you to where you are going
- Set your pickup and drop off point with ease via an interactive map
- Ideal for tourists/travellers
- Stay Safe, Pay Safe & Clean
- Earn Smile\$



Premium Buddies earn up to 9% Smile\$ Cashback back when using this service



## Book



# Book anything and everything with Buddy via the Ask Buddy feature with ease

# Your local knowledgeable, multilingual, personal travel and trade assistant is at your service

- Book accommodation & activities using Buddy while being informed, assisted, and advised
- Earn Smile\$ whenever you book with the Buddy SuperApp
- Ask Buddy to book you a restaurant
- As a traveller, make use of the Premium benefit to get the best spot booked for your desired experience



 Premium Buddies earn up to 30% Smile\$ Cashback when booking accommodation or activities



# Easy Smile\$



# Earn Smile\$ with Easy Smile\$ when completing tasks & surveys

HEALTHCARE SURVEY

- Earn Smile\$ with Easy Smile\$ when completing tasks & surveys located in the business social feed via the Buddy SuperApp
- There is nothing as easy as earning Smile\$ with Easy Smile\$



 Premium Buddies earn up to 30% more smile\$ on completed surveys, polls & tasks vs Freemium Buddies







Why go Premium?

Get more, more often, in more ways & earn more Smile\$

# Go Premium Buddy Benefits



Save, Earn, Get & Win Premium Smile\$

Never pay for listings ever again

As a Premium Buddy, you can list as many classifieds as you want every month. For free buddy!

• Scratch for Premium Prizes

Get Premium WIN Games every time you buy or pay. Stand a chance to Scratch4Prizes like weekend getaways, smartphones & up to 100k Smile\$! Prizes

Earn More Smile\$ More Often on Everything
up to 9% Smile\$ back on takeout orders
up to 9% Smile\$ back on airtime & data
up to 20% Smile\$ back on Grab & Gift Vouchers

up to 30% Smile\$ back on accommodation & activity up to 9% Smile\$ back on Sports Betting up to 9% Smile\$ back on Subscription / Debit orders up to 9% Smile\$ back on Magic Lotto Tickets up to 3% Smile\$ back when paying with Smile\$



# Go Premium Buddy Benefits



Save, Earn, Get & Win Premium Smile\$

- Protection During Emergencies Medical, Theft, Car Get the ability to trigger an SOS Alert and get help from Medical Gurus on standby 24/7
- Personal Travel & Trade Assistant
   Chat with Buddy and we arrange your bookings,
   negotiate awesome deals and even the occasional freebie
- Subscriptions & Memberships
   Subscribe & unsubscribe with ease, and manage your subscription billing all within the Buddy SuperApp
   Premium Buddies get up to 9% Smile\$ cashback on their active Subscriptions & Memberships
- Magic Lotto
   Buy your SA And Euro Lotto tickets with the Buddy SuperApp
   Premium Buddies get up to 9% Smile\$ Cashback

