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## **Business Proposal**

### **INTRODUCTION**

**Freetalk (SA) (Pty) Ltd** as a Wholesaler of MTN LTD has developed a rewards program.

The unique feature of the Freetalk program is that it allows contract or prepaid cell phone users to receive "FREE" cellular airtime (all networks) at the end of each week, by simply swiping their Freetalk card, or using the Cellpoint system, at any of our participating partners, **without changing their buying habits** or increasing the amount spent!

Discount partners offer a percentage of the amount spent when purchasing, as a reward to the "Freetalk" cardholder which is converted into "FREE" airtime for a designated cell phone. The more the card is used, when purchasing anything from normal groceries to a new car, the more the "reward".

### **BECOME MARKET LEADERS!**

In a competitive marketplace, companies want to stay ahead of competitors, increase sales and make greater profits year on year. In becoming a Freetalk discount partner, YOUR COMPANY will gain the edge over the competition.

#### **1. Limited Opportunity**

Freetalk has analysed the market, and decided to accept only a limited number of Discount Partners per market segment. YOUR COMPANY has been selected and stand to reap great benefits should you decide to accept the offer.

#### **2. Free Advertising**

As a Discount Partner, YOUR COMPANY becomes part of Freetalk's national marketing campaign on television, as well as the printed media, where as a company, you are noted as a preferred supplier. Preferred suppliers are in turn noted by the public as the stores where free airtime is earned, thereby leading to increased turnover.

#### **3. Word of Mouth**

Word of mouth is about to become one of YOUR COMPANY'S greatest forms of advertising. Freetalk has permission to roll out "rewards" cards via the schools. There are an estimated 28 000 schools in South Africa of which almost all are keen to become involved as they will earn a substantial income from the program. The schools will therefore motivate the students and their parents to spend money at Freetalk Discount Partners.

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Directors: Theuns Schoeman (CEO), Nico Koen (CFO), Martin Peter Carstens  
Freetalk S.A Pty(Ltd) Reg. No. 2005/037197/07

Head Office: Pretoria

Regional Offices: Gauteng, Western Cape, KwaZulu Natal and Freestate

#### **4. Internet Exposure**

If you participate as a Discount Partner, Freetalk is offering YOUR COMPANY the opportunity to become one of the forerunners in visibility on the net (no need to compete on Google for a position anymore). Freetalk is offering YOUR COMPANY **visibility** on a national as well as regional level by including you on a visibility platform that was specifically designed over the last 3 years for this purpose. This platform will assist you as follows:

- Every participating school receives access to a free website of their own on this visibility platform.
- As a Discount Partner, YOUR COMPANY'S NAME will be noted on regional level and will appear on at least 3 participating schools websites. The detail will include your telephone number as well as street address.
- Freetalk is furthermore able to offer each of your regional stores their own website on this platform, **free of charge**. These sites are user friendly and can be updated within 5 minutes with new information (no webmaster needed). Landrover SA currently use this feature with great success.
- All Discount Partners will also be included in a national search engine which will only advertise Freetalk partners. Each link in the search engine will direct consumers to YOUR COMPANY'S free website.

#### **COST TO COMPANY**

You only pay for successful advertising. Freetalk will however utilise these funds to reward your customers for our successful advertising of YOUR COMPANY. Rewarded customers, lead to loyal customers.

#### **WHERE DO WE GO FROM HERE?**

Freetalk (SA) (Pty) Ltd wishes to appoint YOUR COMPANY as a partner of the rewards program on the terms and conditions as set out in the agreement that will follow shortly.

Prior to the signing of the abovementioned agreement, Freetalk requests an "In Principle" acceptance to participate. This is done to ensure YOUR COMPANY'S position as a Discount Partner and also provides us with the vital information needed for the drafting of the final contract. ([See addendum A](#))

Once the signed addendum has been received by Freetalk, a meeting will be scheduled whereby all the intricate details around the physical workings of the system can be discussed at length.

Please feel free to contact us should you need any additional information.

Contact: 08 freetalk (083 733 8255)  
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