



MAHALA VIP

Only R1 per day!!!

Presented by: Tanya Mocke (CEO)

Date: 19 August 2025





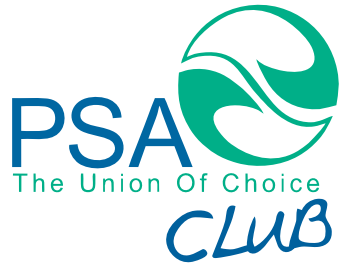
Background

- Mahala is the **leading loyalty platform in SA** for the workers' force: **+/- 1 000 000 active members.**
- Mahala has **21 years experience** in Customer Loyalty and Financial Services
- Mahala is a **product developer** and **Authorised Financial Service Provider** that offers opportunities in creating **alternative revenue streams**
- **Mahala has infra-structure to support the programme:**
 - System can handle high volumes of transactions
 - Call Centre Support
 - In-house design team to ensure your Corporate Identity remains intact





Mahala Clients:





Overview

- Loyalty delivered through a **Mobile platform**: Mobi-site / App
- Over **2 000 deals** available on the platform through vouchers
- Transactions are **tracked** on Mobile, no POS integration required
- This presentation will illustrate the flow and the options available.
All screens are for presentation purposes only.

- **The Mahala Platform Mobile Functionality:**

01

Maintain Member Profile

04

Promotions / 24-hour deals

07

Privacy Policy

02

Vouchers distribution

05

Access to Information

08

Social Media handles

03

E-Wallets and redemption

06

Terms & Conditions

09

Contact information

- Limited functionality with loyalty card only





Member Data

- Transfer of member data to start the programme, options are available:

01. Batch Load

Member data provided in prescribed format loaded on Mahala CRM system

02. Real time sign-up through API

As members join, member data is sent to Mahala CRM System via API

03. Member sign-up on mobile / on-line

Member is prompted to sign up for REWARDS, marketing consent and POPI legislation taken care of.

- Members give marketing consent on the mobile platform (on first login)
- Mahala communicates with members weekly – sharing all special deals available.

9:41

Sign up

I would like to sign up to...

Mahala Promotion

Radio

At a Shop

Union

FREE Chat

Name

Surname

ID No

Cell No

Email

Suburb

Province

☒ I have read and accept the terms and conditions.

☒ I accept the Privacy Policy

☒ I would like to receive specials deals, products and promotions related to the programme.

Send me promotions and new deals via: ☐ SMS ☐ E-mail ☒ Both

Submit

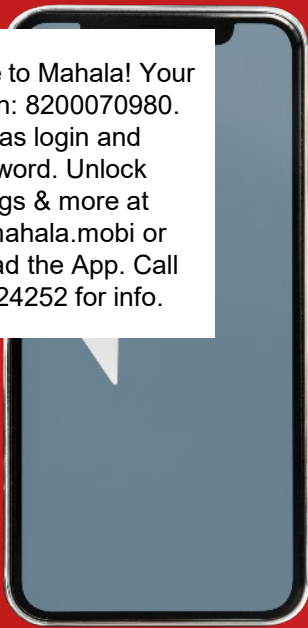
Welcome Communication

- Automated welcome communication on sign-up / batch load:

01
SMS

02
E-mail

- Member get link to platform and login details to access the rewards platform
- Explanation of benefits and how it works
- Personalised communication



Welcome to Mahala! Your VIP login: 8200070980. Use as login and password. Unlock savings & more at www.mahala.mobi or download the App. Call 0860624252 for info.

Dear #NAME, # SURNAME,

Welcome to Mahala VIP, where luxury meets savings! As a valued member of our exclusive community, you'll enjoy:

- Up to R1,750 a month in savings on groceries and more
- Exclusive discounts on your favourite brands
- Personalized travel benefits tailored just for you

Join the elite group of savvy shoppers who know the secret to unlocking unbeatable deals. Your Mahala VIP journey begins now! Shop smart, save big, and live better."

Your VIP Number is: 5000034108

this is your permanent membership number as long as you are a MAHALA VIP!

You can access your benefits the following ways:

- Simply download our free Mahala Loyalty App from your Play store or iTunes; or
- Go to www.mahala.mobi on your browser; or

You can **login with your loyalty number** (shown above) as **your username & password**. On your first login, you will be asked to UPDATE your password under "My Profile", so that you can secure your account. As soon as you have updated your password, you can login with your cell number and chosen password going forward. Just follow the easy prompts to access your WORLD of benefits :)

If you don't see any retailers in your area, please let us know through our '**Nominate your local Shop**' function on our mobile platform under the SHOP menu.

We are looking forward to your participation in the programme!

You will find "How it Works" and the terms & conditions applicable on our mobile platform (<https://www.mahala.mobi>)

Should you have any enquiries, feel free to contact us from Mondays to Fridays, 8:00 – 17:00 on **0860 624 252 (mahala)** or send us a ~~Whatsapp~~ **Whatsapp** on **081 487 2073**.

Happy shopping!!!

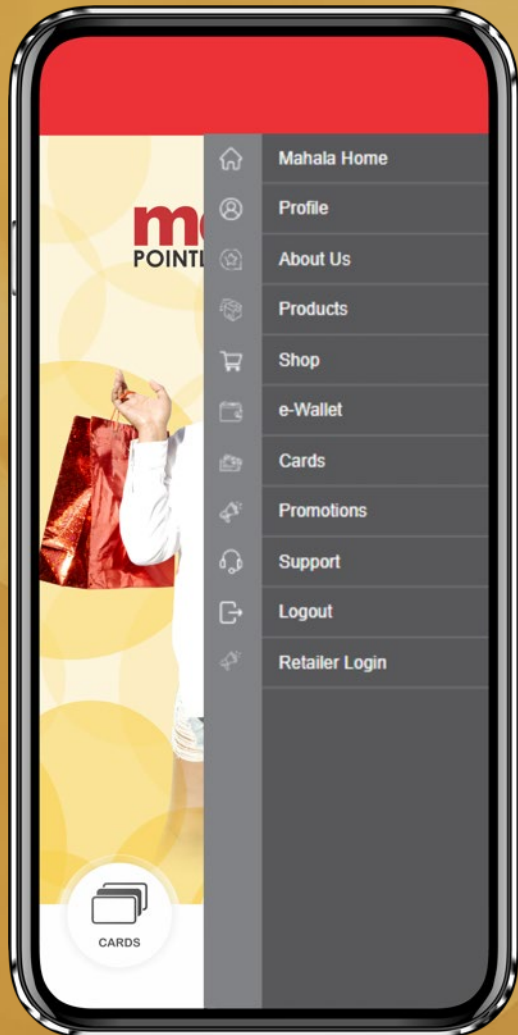
www.mahalas.co.za | www.mahala.mobi | Call: 0860 62 42 52
Email: info@mahalas.co.za | WhatsApp: 081 487 2073

mahalaVIP
POINTLESS WITHOUT US!

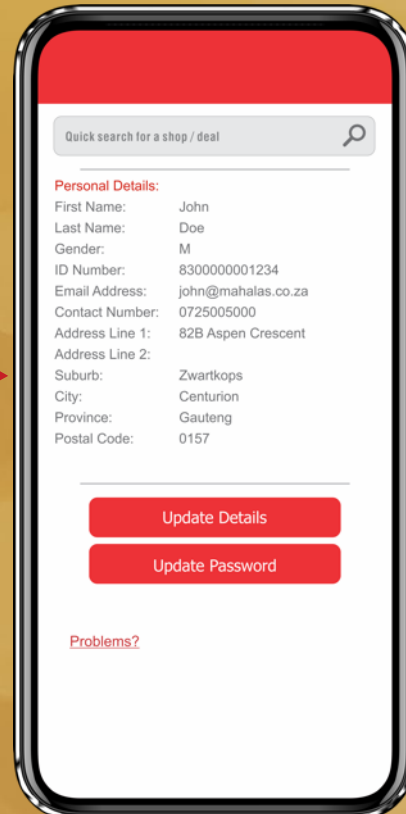




Mobile Platform Features



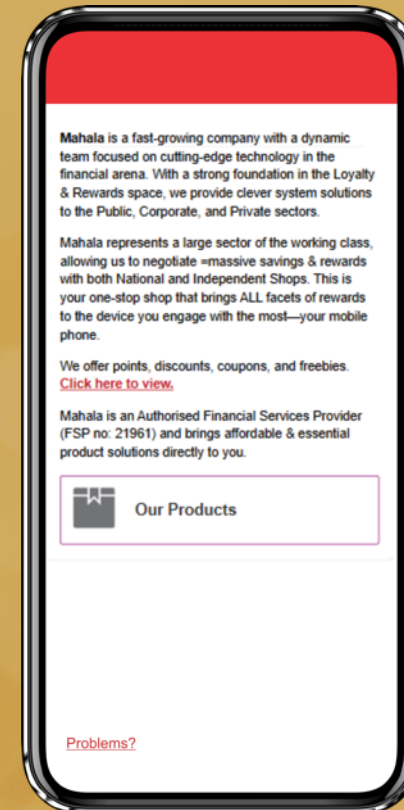
Profile



Promotions



About Us



Contact us



Transaction Types:

– The following transaction types are available on the platform:

01

Discounts



02

Points in E-Wallet



03

Stamps & Freebies



04

Coupons – Rands off selected items



- Average of **2 000 shops** on platform
- Continuously **growing**
- The Voucher will guide member how to **utilise benefit**
- You can provide **Retail Deals** and extend it to the entire Mahala base (*optional*)



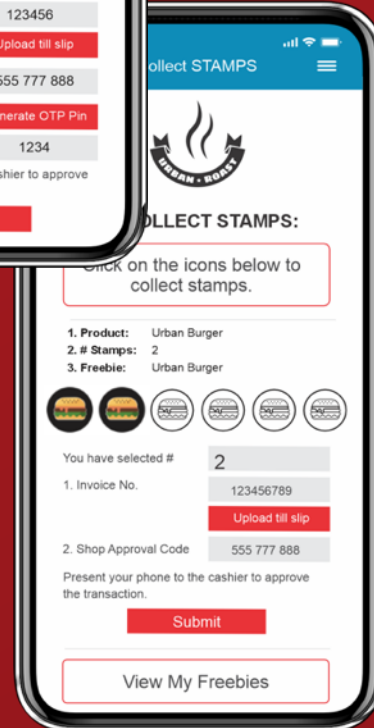
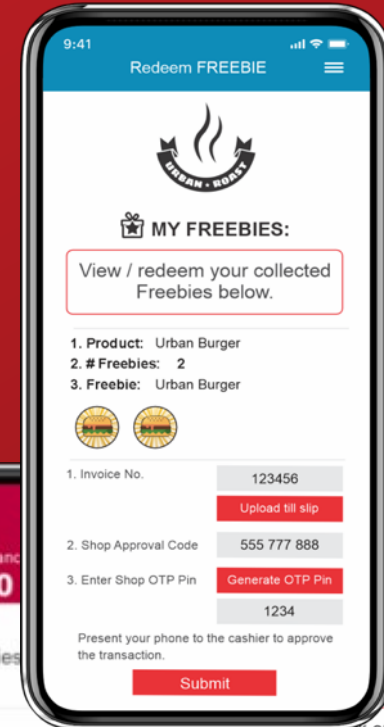
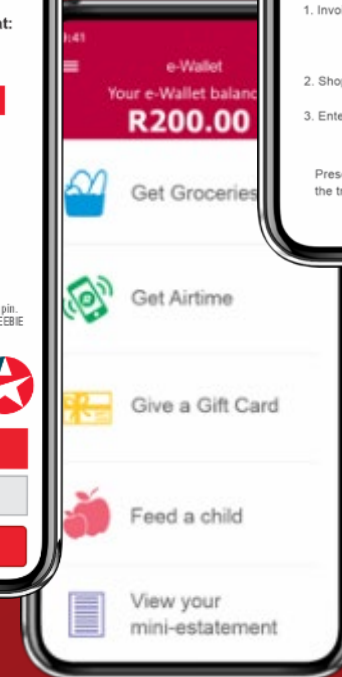
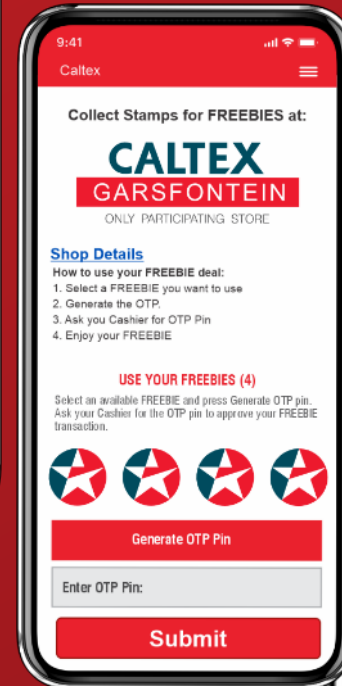
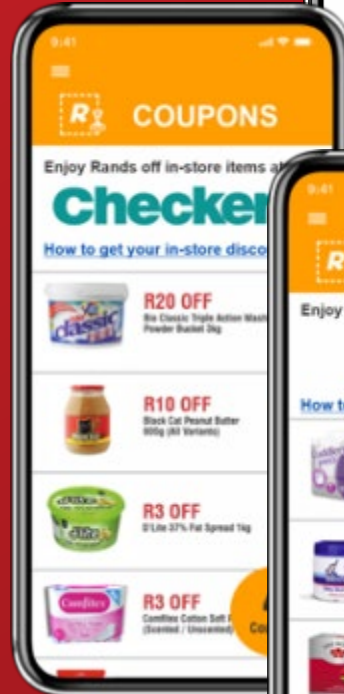
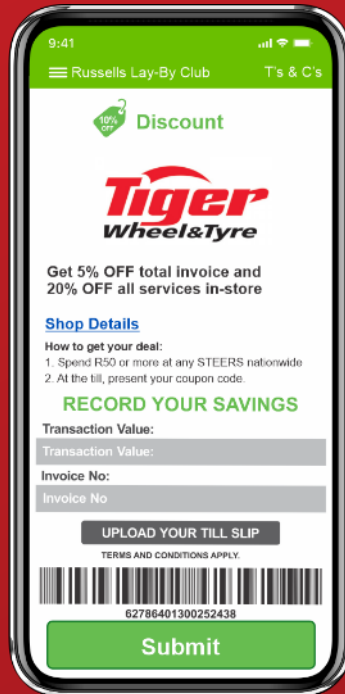
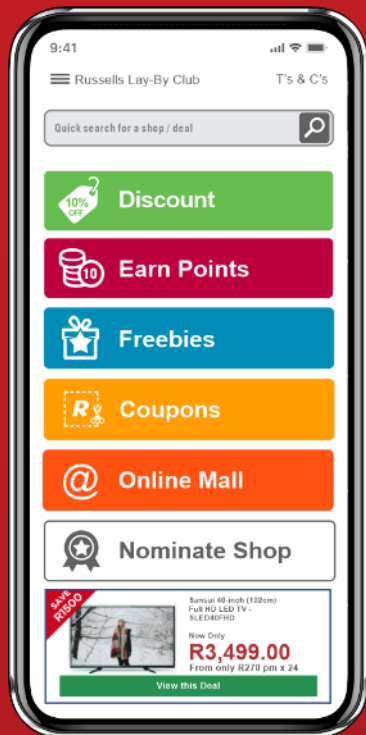
Some of our National Retailers:





Example of Vouchers / Coupons

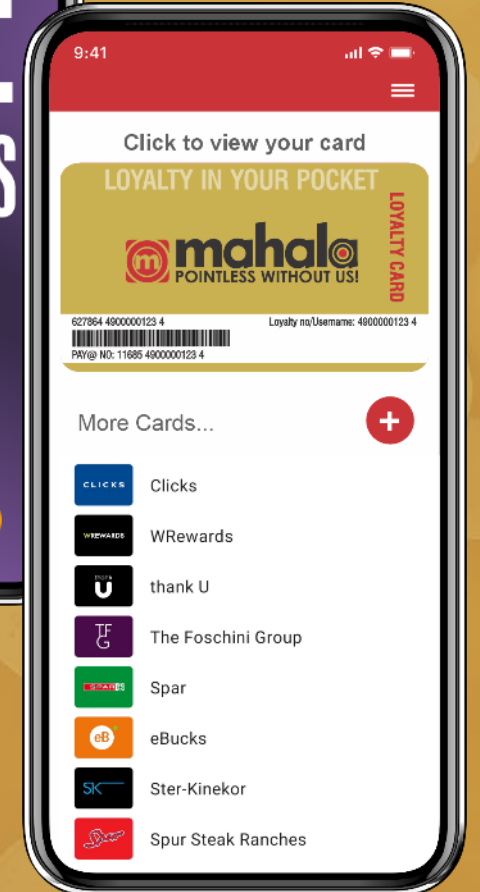
- SHOP Menu: All transaction types listed
- Quick Search on Top Bar
- Transaction types colour coded





STORE YOUR CARDS

- Store all your loyalty cards in **ONE place** – create more relevance to your mobile platform
- People carry many loyalty cards, conveniently **store them all digitally**
- This feature is available on **Mobi** and on the **App**





Additional Value

- Mahala is an Authorised **Financial Service Provider** and **product developer** for all the major Insurers in South Africa (*Old Mutual, Sanlam, Assupol, King Price, Guardrisk etc.*)
- Mahala has **short term, long term** and **health products** in the market
- Affordable **Pre-paid Airtime & Data Packages** (SIM Cards) available.
- Products are **group-based** and allows for **commission**
- Creates an **annuity revenue stream** to you
- **Optional value** that can be extended to your Community



COSTING:



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mahala **VIP**

POINTLESS WITHOUT US!



Mahala VIP Benefits:

Access over 2,000 Deals

+ On-the-spot Discounts

+ Earn Points in your e-Wallet

+ Save Rands with Grocery Coupons

+ Get a FREEBIE, collect Stamps!

+ 50 Points in your e-Wallet

+ Access Travel Benefit

For only R1 a day
and you could save
up to R1,750 a
month on groceries
and more!



**only R35
per month**

OR

**only R365
per year**

**Only
R1
a day!**



COMMISSION

- **Monthly subscription:**

- R35 p/m

- **Annual subscription:**

- R365 p/a

Commission:

R10

R120

- Mahala can track Agent sales, each agent will be allocated an Agent link / QR Code
- A member registration portal will be created for a Distribution Partner whereby all Customers can sign up and the Agent code of the salesperson is tracked to pay-out commissions.
- Above commission is payable to the Distributor when VAT registered, if not VAT registered, the VAT portion will be deducted before payment.



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Mahala Web sites:

www.mahala.co.za | www.mahala.mobi | www.mahala.biz