

# shopmax

## CROWDFUNDING INVESTING PLAN

Bronze



### PLAN FEATURES AND COMPARISON TABLE

#### BRIEF MEMBERSHIP DETAILS

How many people can invest in this investment plan?	<b>2 000</b> (MAXIMUM)
Who can invest in this investment plan?	<b>ANY INDIVIDUAL</b> (OLDER THAN 16 YEARS)
<b>South African citizens only</b> (native or naturalised & based in SA)	<input checked="" type="checkbox"/>
<b>Period of membership</b> and proof (for each individual investor)	<b>LIFETIME</b> (MEMBERSHIP CERTIFICATE)
You own the rights to share at a fixed % in the future <b>quarterly returns</b>	<input checked="" type="checkbox"/>
You own the rights to share at a fixed % in the future <b>annual returns</b>	<input checked="" type="checkbox"/>
You can <b>sell or transfer your ownership rights</b> in the future returns	<input checked="" type="checkbox"/>
What is the <b>waiting period</b> before you can sell or transfer your rights?	<b>5 YEARS</b> (SUBMIT TRANSFER FORM)
<b>To whom can you sell or transfer</b> your ownership rights?	<b>ANY INDIVIDUAL</b> (OR SHOPMAX SHAREHOLDERS)
Receive <b>quarterly newsletters and progress reports</b>	<input checked="" type="checkbox"/>
Receive an electronic copy of <b>annual audited financial statements</b>	<input checked="" type="checkbox"/>
Does investor have <b>voting rights</b> ?	<input type="checkbox"/>
Does investor <b>carry any risks</b> ?	<input type="checkbox"/>
Does investor <b>work for Shopmax</b> ?	<input type="checkbox"/>
Does investor <b>take part in decision making</b> ?	<input type="checkbox"/>
<b>Private and secure login access</b> to investor zone (when available)	<input checked="" type="checkbox"/>

## HOW DOES IT WORK

**Utilise the “Shopmax Crowd Wallet”** – A special purpose vehicle (SPV), was established to distribute both quarterly and annual returns to all crowdfunding investors across all investment plans.



**“Shopmax Crowd Wallet”** periodically receives 10% for distribution, generated from the company’s quarterly income (from selling plans) and annual profits declared (from e-commerce sales).



## MEMBERSHIP BENEFITS – QUARTERLY AND ANNUAL RETURNS

### Source of income - QUARTERLY

(Membership income – SAN, SPN & Marketplace)

**SELLING PLANS**  
(EXCL VAT)

### Source of income - ANNUAL

(Cumulative annual e-commerce store sales)

**PROFITS DECLARED**  
(AFTER TAX)

### Calculation of quarterly and annual returns:

Calculated as a fixed percentage (%) of the total funds allocated to the “Shopmax Crowd Wallet”



**Total percentage (%) distributed** from the “Shopmax Crowd Wallet” **to each** crowdfunding **investment group**

**25%**  
(TOTAL INCOME PER GROUP)

**Total percentage (%) distributed** from the total “Investment Group Income” **to each** crowdfunding **investor** within the investment group.

**0.050%**  
(TOTAL INCOME PER INVESTOR)

**From when will you start receiving** quarterly and annual **returns?**

**12 MONTHS**  
(PLATFORM FULLY IMPLEMENTED)

**Returns are deposited via EFT** into each investor’s bank account (Within 45 business days from the end of each calculating period)



## MEMBERSHIP BENEFITS – SHOPPING AND SHIPPING DISCOUNTS / FREE ADVERTISING SPACE

**Discounts on all purchases** (from our Shopmax e-commerce store)



**Percentage (%) discount** on each purchase

**1.50%**  
(YOU, SPOUSE & CHILDREN)

**Discounts on all shipping costs** (delivery to your home anywhere in South Africa)



**Discount on each order shipped**

**R25**  
(YOU, SPOUSE & CHILDREN)

**Free private advertising space** (allocated space on the Shopmax website)



## REGISTRATION PROCESS

**Register online** (preferred and easy) or offline via email (takes longer)



**Submit your contact details** (name, mobile, email, address etc.)



Submit a certified **ID document** (only PDF format accepted)



Provide an “**alias name**” to protect your privacy online



## HOW MUCH CAPITAL WILL BE RAISED THROUGH THIS INVESTMENT PLAN AND WHAT WILL THE CAPITAL BE UTILISED FOR?

**Total capital to be raised** from this investing plan

**R600 000**  
(2000 INVESTORS)

All capital raised will be **utilised for**:  
(For crowdfunding investors to benefit from)

- Additional **web & mobile development**  
(To improve the user experience)
- Implementing **electronic payment portals**  
(To improve the functionalities)
- Improve and scale **IT and security systems**  
(To protect the system against malware)
- Implementing our private **seller zone**  
(Login system and improved functionalities)
- Implementing our private **investor zone**  
(Login system and improved functionalities)
- Implementing our private **shopper zone**  
(Login system and improved functionalities)
- Expanding our product **supply chain**  
(Ensure a wide variety of product offerings)
- Build and scale a **shipping platform**  
(Local, national and international)
- Improve and scale our **Service Provider Network (SPN)**  
(Across South Africa)
- Improve and scale our **Reseller / Sales Agent Network (SAN)**  
(Across South Africa)
- Improve and scale our **Marketplace Platform (MP)**  
(Across South Africa)
- Perpetual **job creation** to assist unemployed individuals  
(Work-from-home, part-time and full-time opportunities)
- Perpetual **wealth creation**  
(For crowdfunding investors and shareholders)



**INVESTMENT AMOUNT REQUIRED**  
(Per individual / Per Investment Plan)

**R300**  
(once-off)

## CROWDFUNDING REGISTRATION FORM – BRONZE INVESTMENT PLAN (R300)

THE COMPLETED AND SIGNED REGISTRATION FORM WITH ALL REQUIRED DOCUMENTS MUST BE EMAILED TO **CROWDFUNDING@SHOPMAX.CO.ZA**

### PERSONAL DETAILS

TITLE \_\_\_\_\_ FULL NAMES \_\_\_\_\_  
SURNAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
MOBILE \_\_\_\_\_  
EMAIL \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

### YOUR UNIQUE ONLINE “ALIAS NAME” (TO PROTECT YOUR PRIVACY AS INVESTOR)

ALIAS NAME \_\_\_\_\_

**CREATE YOUR OWN FREE ADVERTISEMENT (FREE ADVERTISING / MARKETING SPACE ON WEBSITE INCLUDED)**  
(YOU CAN ADVERTISE YOUR SERVICES, OWN PRODUCTS OR BUSINESS FOR FREE)

**TELL US MORE ABOUT YOUR ADVERTISEMENT SO THAT WE CAN PROFESSIONALLY CREATE IT FOR YOU**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### INVESTOR QUALIFYING CRITERIA

- OLDER THAN 16 YEARS
- SOUTH AFRICAN CITIZEN (NATIVE / NATURALISED / MUST BE BASED IN SA)

### DO YOU COMPLY WITH CRITERIA?

<input type="checkbox"/>	YES	<input type="checkbox"/>	NO
<input type="checkbox"/>	YES	<input type="checkbox"/>	NO

### DOCUMENTS TO BE SUBMITTED WITH YOUR REGISTRATION FORM

- CERTIFIED COPY OF YOUR ID
- ANY AVATAR (PICTURE) FOR YOUR ONLINE “ALIAS NAME” PROFILE (400 x 400 PIXELS / 300 DPI / COLOUR / PNG or JPG FORMAT)
- A LOGO / PICTURE OF YOUR PRODUCT, SERVICE OR BUSINESS FOR YOUR FREE ADVERTISING (400 x 400 PIXELS / 300 DPI / COLOUR / PNG or JPG FORMAT)

**I ACCEPT THE TERMS AND CONDITIONS OF THE INVESTING PLAN**

☐ YES ☐ NO

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_