



## CROWDFUNDING INVESTING PLAN

Bronze



### PLAN FEATURES AND COMPARISON TABLE

#### BRIEF MEMBERSHIP DETAILS

<b>How many</b> people can invest in this investment plan?	<b>2 000</b> (MAXIMUM)
<b>Who</b> 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 checked="" type="checkbox"/>
Does investor <b>carry any risks</b> ?	<input checked="" type="checkbox"/>
Does investor <b>work for Shopmax</b> ?	<input checked="" type="checkbox"/>
Does investor <b>take part in decision making</b> ?	<input checked="" 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)	<input checked="" type="checkbox"/>
Submit your contact details (name, mobile, email, address etc.)	<input checked="" type="checkbox"/>
Submit a certified <b>ID document</b> (only PDF format accepted)	<input checked="" type="checkbox"/>
Provide an “ <b>alias name</b> ” to protect your privacy online	<input checked="" type="checkbox"/>

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

<b>Total capital to be raised</b> from this investing plan	<b>R600 000</b> (2000 INVESTORS)
All capital raised will be <b>utilised for:</b> (For crowdfunding investors to benefit from)	
• Additional <b>web &amp; mobile development</b> (To improve the user experience)	<input checked="" type="checkbox"/>
• Implementing <b>electronic payment portals</b> (To improve the functionalities)	<input checked="" type="checkbox"/>
• Improve and scale <b>IT and security systems</b> (To protect the system against malware)	<input checked="" type="checkbox"/>
• Implementing our private <b>seller zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>investor zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>shopper zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Expanding our product <b>supply chain</b> (Ensure a wide variety of product offerings)	<input checked="" type="checkbox"/>
• Build and scale a <b>shipping platform</b> (Local, national and international)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Service Provider Network (SPN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Reseller / Sales Agent Network (SAN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Marketplace Platform (MP)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Perpetual <b>job creation</b> to assist unemployed individuals (Work-from-home, part-time and full-time opportunities)	<input checked="" type="checkbox"/>
• Perpetual <b>wealth creation</b> (For crowdfunding investors and shareholders)	<input checked="" type="checkbox"/>

<b>INVESTMENT AMOUNT REQUIRED</b> (Per individual / Per Investment Plan)	<b>R300</b> (once-off)
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# 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

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## INVESTOR QUALIFYING CRITERIA

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

## DO YOU COMPLY WITH CRITERIA?

  
YES  
YES  
NO  
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 \_\_\_\_\_



## CROWDFUNDING INVESTING PLAN

Silver



### PLAN FEATURES AND COMPARISON TABLE

#### BRIEF MEMBERSHIP DETAILS

**How many** people can invest in this investment plan?

**1 500**  
(MAXIMUM)

**Who** can invest in this investment plan?

**ANY INDIVIDUAL**  
(OLDER THAN 16 YEARS)

**South African citizens only** (native or naturalised & based in SA)



**Period of membership** and proof (for each individual investor)

**LIFETIME**  
(MEMBERSHIP CERTIFICATE)

You own the rights to share at a fixed % in the future **quarterly returns**



You own the rights to share at a fixed % in the future **annual returns**



You can **sell or transfer your ownership rights** in the future returns



What is the **waiting period** before you can sell or transfer your rights?

**5 YEARS**  
(SUBMIT TRANSFER FORM)

**To whom can you sell or transfer** your ownership rights?

**ANY INDIVIDUAL**  
(OR SHOPMAX SHAREHOLDERS)

Receive **quarterly newsletters and progress reports**



Receive an electronic copy of annual **audited financial statements**



Does investor have **voting rights**?



Does investor **carry any risks**?



Does investor **work for Shopmax**?



Does investor **take part in decision making**?



**Private and secure login access** to investor zone (when available)



## 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.

**0.067%**  
(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

**2.00%**  
(YOU, SPOUSE & CHILDREN)

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



**Discount on each order shipped**

**R50**  
(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?

<b>Total capital to be raised</b> from this investing plan	<b>R900 00</b> (1500 INVESTORS)
All capital raised will be <b>utilised for:</b> (For crowdfunding investors to benefit from)	
• Additional <b>web &amp; mobile development</b> (To improve the user experience)	<input checked="" type="checkbox"/>
• Implementing <b>electronic payment portals</b> (To improve the functionalities)	<input checked="" type="checkbox"/>
• Improve and scale <b>IT and security systems</b> (To protect the system against malware)	<input checked="" type="checkbox"/>
• Implementing our private <b>seller zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>investor zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>shopper zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Expanding our product <b>supply chain</b> (Ensure a wide variety of product offerings)	<input checked="" type="checkbox"/>
• Build and scale a <b>shipping platform</b> (Local, national and international)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Service Provider Network (SPN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Reseller / Sales Agent Network (SAN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Marketplace Platform (MP)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Perpetual <b>job creation</b> to assist unemployed individuals (Work-from-home, part-time and full-time opportunities)	<input checked="" type="checkbox"/>
• Perpetual <b>wealth creation</b> (For crowdfunding investors and shareholders)	<input checked="" type="checkbox"/>

<b>INVESTMENT AMOUNT REQUIRED</b> (Per individual / Per Investment Plan)	<b>R600</b> (once-off)
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# CROWDFUNDING REGISTRATION FORM – SILVER INVESTMENT PLAN (R600)

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**

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## INVESTOR QUALIFYING CRITERIA

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

## DO YOU COMPLY WITH CRITERIA?

YES       NO  
 YES       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     

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



## CROWDFUNDING INVESTING PLAN

Gold



### PLAN FEATURES AND COMPARISON TABLE

#### BRIEF MEMBERSHIP DETAILS

**How many** people can invest in this investment plan?

**1 000**  
(MAXIMUM)

**Who** can invest in this investment plan?

**ANY INDIVIDUAL**  
(OLDER THAN 16 YEARS)

**South African citizens only** (native or naturalised & based in SA)



**Period of membership** and proof (for each individual investor)

**LIFETIME**  
(MEMBERSHIP CERTIFICATE)



You own the rights to share at a fixed % in the future **quarterly returns**



You own the rights to share at a fixed % in the future **annual returns**



You can **sell or transfer your ownership rights** in the future returns



What is the **waiting period** before you can sell or transfer your rights?

**5 YEARS**  
(SUBMIT TRANSFER FORM)

**To whom can you sell or transfer** your ownership rights?

**ANY INDIVIDUAL**  
(OR SHOPMAX SHAREHOLDERS)



Receive **quarterly newsletters and progress reports**



Receive an electronic copy of **annual audited financial statements**



Does investor have **voting rights**?



Does investor **carry any risks**?



Does investor **work for Shopmax**?



Does investor **take part in decision making**?



**Private and secure login access** to investor zone (when available)



## 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.

**0.100%**  
(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

**3.00%**  
(YOU, SPOUSE & CHILDREN)

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



**Discount on each order shipped**

**R75**  
(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?

<b>Total capital to be raised</b> from this investing plan	<b>R1 500 000</b> (1000 INVESTORS)
All capital raised will be <b>utilised for:</b> (For crowdfunding investors to benefit from)	
• Additional <b>web &amp; mobile development</b> (To improve the user experience)	<input checked="" type="checkbox"/>
• Implementing <b>electronic payment portals</b> (To improve the functionalities)	<input checked="" type="checkbox"/>
• Improve and scale <b>IT and security systems</b> (To protect the system against malware)	<input checked="" type="checkbox"/>
• Implementing our private <b>seller zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>investor zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>shopper zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Expanding our product <b>supply chain</b> (Ensure a wide variety of product offerings)	<input checked="" type="checkbox"/>
• Build and scale a <b>shipping platform</b> (Local, national and international)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Service Provider Network (SPN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Reseller / Sales Agent Network (SAN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Marketplace Platform (MP)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Perpetual <b>job creation</b> to assist unemployed individuals (Work-from-home, part-time and full-time opportunities)	<input checked="" type="checkbox"/>
• Perpetual <b>wealth creation</b> (For crowdfunding investors and shareholders)	<input checked="" type="checkbox"/>

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

**R1 500**  
(once-off)

# CROWDFUNDING REGISTRATION FORM – GOLD INVESTMENT PLAN (R1 500)

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?

YES       NO  
 YES       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 \_\_\_\_\_



## CROWDFUNDING INVESTING PLAN

Platinum



### PLAN FEATURES AND COMPARISON TABLE

#### BRIEF MEMBERSHIP DETAILS

<b>How many</b> people can invest in this investment plan?	<b>500</b> (MAXIMUM)
<b>Who</b> 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 checked="" type="checkbox"/>
Does investor <b>carry any risks</b> ?	<input checked="" type="checkbox"/>
Does investor <b>work for Shopmax</b> ?	<input checked="" type="checkbox"/>
Does investor <b>take part in decision making</b> ?	<input checked="" 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.

**0.200%**  
(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

**4.00%**  
(YOU, SPOUSE & CHILDREN)

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



**Discount on each order shipped**

**R100**  
(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?

<b>Total capital to be raised</b> from this investing plan	<b>R1 500 000</b> (500 INVESTORS)
All capital raised will be <b>utilised for:</b> (For crowdfunding investors to benefit from)	
• Additional <b>web &amp; mobile development</b> (To improve the user experience)	<input checked="" type="checkbox"/>
• Implementing <b>electronic payment portals</b> (To improve the functionalities)	<input checked="" type="checkbox"/>
• Improve and scale <b>IT and security systems</b> (To protect the system against malware)	<input checked="" type="checkbox"/>
• Implementing our private <b>seller zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>investor zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Implementing our private <b>shopper zone</b> (Login system and improved functionalities)	<input checked="" type="checkbox"/>
• Expanding our product <b>supply chain</b> (Ensure a wide variety of product offerings)	<input checked="" type="checkbox"/>
• Build and scale a <b>shipping platform</b> (Local, national and international)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Service Provider Network (SPN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Reseller / Sales Agent Network (SAN)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Improve and scale our <b>Marketplace Platform (MP)</b> (Across South Africa)	<input checked="" type="checkbox"/>
• Perpetual <b>job creation</b> to assist unemployed individuals (Work-from-home, part-time and full-time opportunities)	<input checked="" type="checkbox"/>
• Perpetual <b>wealth creation</b> (For crowdfunding investors and shareholders)	<input checked="" type="checkbox"/>

<b>INVESTMENT AMOUNT REQUIRED</b> (Per individual / Per Investment Plan)	<b>R3 000</b> (once-off)
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# CROWDFUNDING REGISTRATION FORM – PLATINUM INVESTMENT PLAN (R3 000)

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

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