



## FACT SHEET - AIRTIME RECHARGE

### WELCOME TO THE FUTURE

Kazang is Psitek's electronic vending solution that provides access to content and data services – in other words, prepaid services. Selling airtime vouchers is Kazang's first exciting service for South Africa. It enables vendors to offer customers prepaid airtime all from the convenience of a Kazang-enabled device. Airtime vendors no longer need to deal with scratch cards – which can be costly and add risk to their business. Using Kazang to sell airtime will ensure a profitable future and business expansion. Here's how it all works...

### BENEFITS OF SELLING KAZANG AIRTIME

Currently, Kazang supplies airtime recharge vouchers for the following networks:

- MTN
- Cell-C
- Vodacom
- Telkom (Worldcall)

There are many advantages of vending Kazang electronic airtime vouchers. Firstly, electronic airtime selling is safe and convenient, and there's never the risk of vouchers being lost or stolen. Even if the Kazang terminal goes missing, the deposit - and investment - is never compromised. Secondly, Psitek's intelligent back-end technology makes managing a Kazang business so easy! As long as sufficient funds have been deposited, Kazang vendors and their devices will never run out of stock (unlike with scratch cards).

Thirdly and most importantly, vending Kazang airtime vouchers means each member of the Kazang process enjoys lucrative margins. The margins are set by the service providers and so may differ from each other.



## HOW IT WORKS

In order to sell Kazang airtime the Super Dealer will need Kazang vending devices and access to Psitek's intelligent back-end platform called Content Ready. Content Ready is a web-based management tool that can be conveniently and securely accessed via a standard web-browser from any computer. The Kazang Super Dealer, then purchases, Kazang-enabled devices, which are given to Kazang vendors. The revenue share on all airtime sales available to the Kazang Super Dealer is on average 10.5%.\*

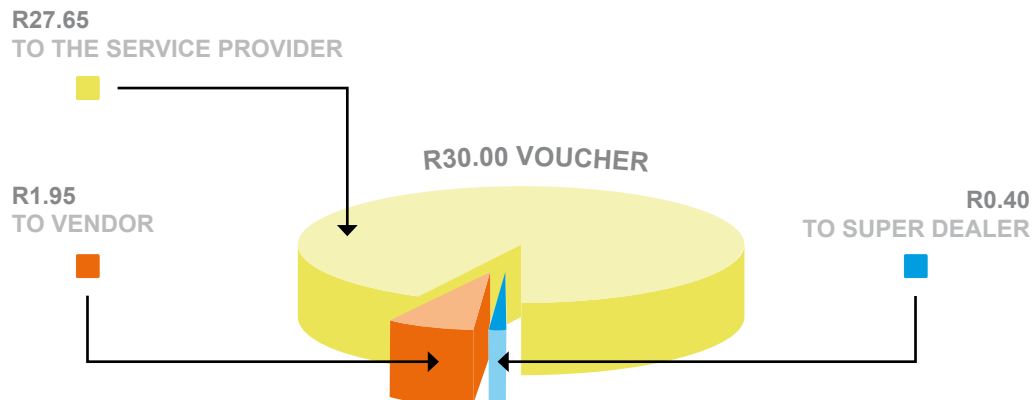
## THE KAZANG VENDOR'S SHARE

It is up to the Kazang Super Dealer to structure the downstream clip shared with the vendors. The Content Ready platform includes the appropriate tools to assist Kazang Super Dealers to effectively apportion this revenue share to the vendor.

### For example

- 1 The customer requests a R30.00 airtime voucher.
- 2 The Super Dealer only pays R27.65 for the voucher.
- 3 The vendor in turn only pays R28.05.
- 4 The customer pays for - and receives - a R30.00 airtime voucher.
- 5 The vendor makes a profit of R1.95.
- 6 The Super Dealer makes a profit of R0.40.

On a R30.00 voucher, the revenue share is as follows:



If you want to find out more about **Kazang**, please visit [www.kazang.co.za](http://www.kazang.co.za) or e-mail [salessa@psitek.com](mailto:salessa@psitek.com).

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