



INFINITY REWARDS

EMPOWERING PEOPLE



About Us

Infinity Rewards began more than 20 years ago as one of South Africa's first coalition loyalty programs.

Now, operating in South Africa, Namibia, Swaziland, Botswana and Angola, Infinity rewards customers with CashBack on designated products at multiple stores.

We believe this is the future of loyalty rewards, because customers want a simple, easy to understand reward program with options of where to earn and spend rewards.

Loyalty program members are increasingly looking for their programs to show up where they happen to be, not the other way around.

The customer experience is also improved by a seamless process of registration, collection and redeeming of rewards.

Good customer service backed by sound technology will help to smooth this process. Incorporating this simple rewards process with added features like integrated competitions, gift cards, save your change and discount to cardholders only, Infinity Rewards stands out above the rest as the all in one rewards card.

Why Loyalty?

South African Consumer's preference:

73% of 'economically active' South Africans use loyalty programmes.

82% of South Africans earning in the mass market use loyalty programmes.

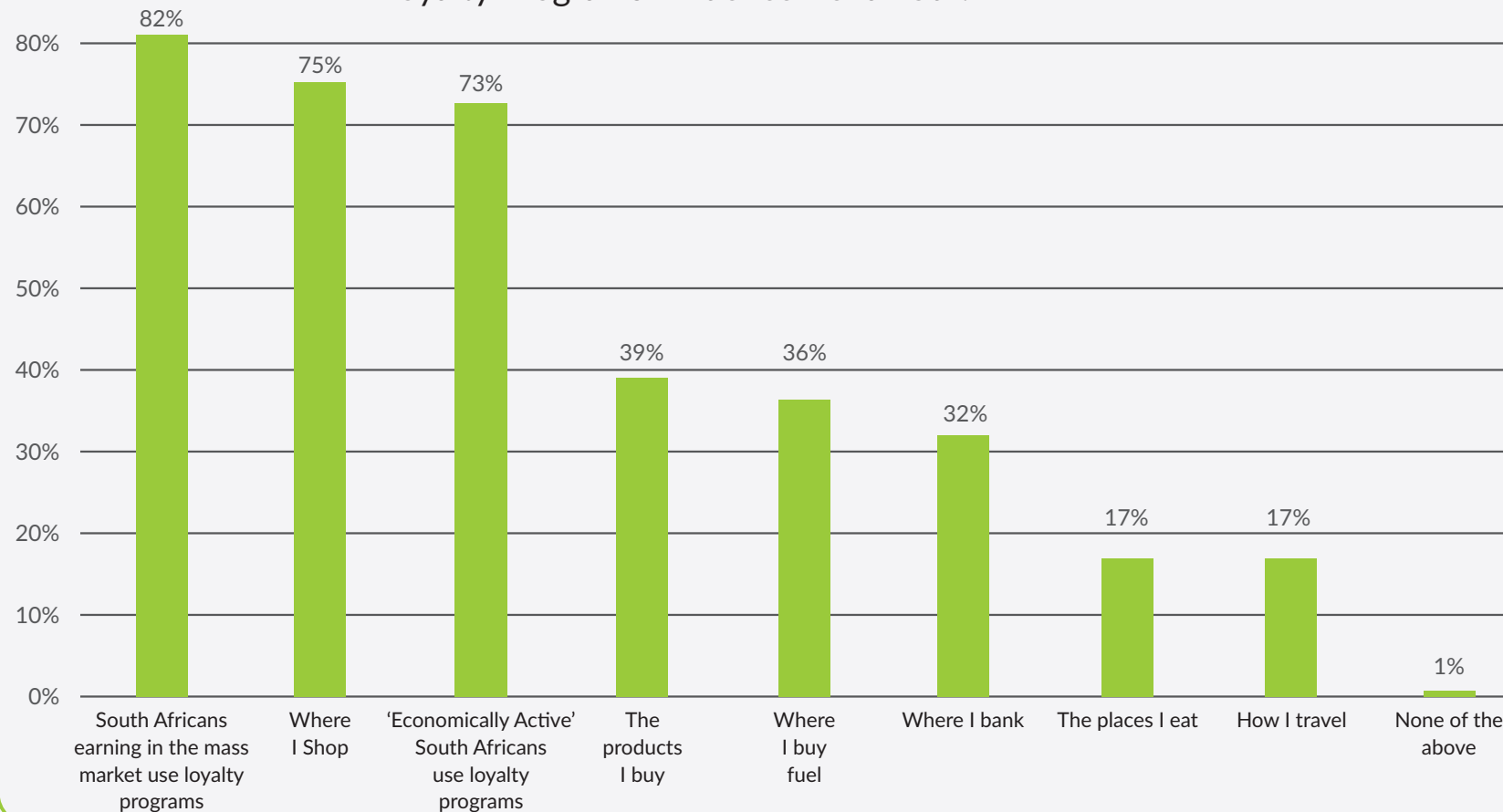
The most preferred method of reward is CashBack.

75% of customers said that a loyalty programme influences where they shop

36% of customers said a loyalty program influences where they buy fuel

Source: The SA Loyalty Landscape Whitepaper | 7th Ed | Nov 2022

Loyalty Programs influence Behaviour:



Source: BrandMapp 2022

Target Markets

Supermarket



Wholesale



Liquor Store



Bakery / Deli



Restaurant



Clothing & Accessories



Fresh Produce



Hardware Store



Cosmetic Store



Convenience Store



Forecourt



Pet Store

Why Infinity?

CashBack Rewards

Automated Competitions

Access to Customer Base

CashBack Incentives & Promotions

Direct Communication

No Long Term Contract

Discount to cardholders only

Coalition Program

Data Reporting

Gift Cards

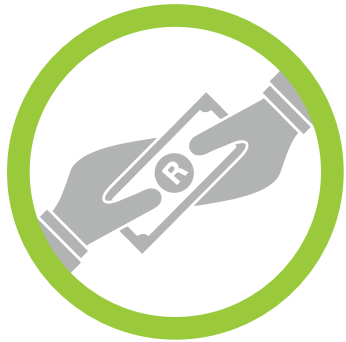
White Labeled

Cardholder Support Centre

Saving: Save Your Change | “Stokvel”

CashBack

The reward
currency is
CashBack



No points
or vouchers

Earned instantly:
Immediate
gratification



Value reflects in
rand and balance
reflects on slip

CashBack can
not be withdrawn



Cardholders
return to
your store
to redeem

CashBack Incentives and Promotions

- Pre-setup automated extra CashBack incentives for specific products.
- Basket size promotions - Spend more to get more.
- Drive further revenue.
- Discount to Cardholders only.
- Save your change

Saving Stamps / Stokvel



Customers load money onto their loyalty card

If they lose their card, they don't lose their money



No fraudulent stamps



Balance on every till



Block the lost card



Set a limit on the redeem amount

Easy sponsorship tool



GIFT CARD

Better than cash sponsors - it drives feet back to your store.

Send money to another cardholder.

Save Your Change



**"Bank guarantee"
of customer
retention**



**Empower the
customer to add
more value
to the card**



**Reduced transaction
time at till**



**Reduces cash
handling and cash
in Transit Fees**

Value to the consumer



Where to start

**Train and monitor
your cashiers**

**Utilise weekly
automated cashier
reports**

**Inform your
customers**

**Set up bank your
change competitions**

Automated Competitions

Seamlessly set up the competition with rules



Automatic entries for cardholders when they purchase qualifying products



The competition runs automatically with SMS notifications



No admin! No need to write information on slips and entry in boxes



Winners are automatically drawn after the competition period



Receive a detailed report of the entries and the impact it had

Automated Competitions are flexible! You can set the date and time that you would like to run the competition. Making "Happy Hour" Rewards possible.

Direct Communication

SMS Campaign

Do it yourself



Automated Messages

Setup of automated messages:

- Welcome Message
- Redeem Notification
- Birthday Message



* 90% of SMS's are read within the first 3 minutes

* You can add marketing pamphlets or flyers

Use the Partners App to set up SMS campaigns from anywhere

Coalition Program

Infinity rewards customers with CashBack on designated products at multiple stores. We believe this is the future of loyalty rewards because customers want a simple, easy to understand reward and program with options of where to earn and spend rewards. Loyalty program members are increasingly looking for their programs to show up where they happen to be, not the other way around.

Cardholders can use their cards elsewhere

No balance sheet liability for store owner



Access To Customer Data

Valuable asset

Access to your customer data is probably your most valuable asset after the property you own. According to Rockhouse Partners, It is the no. 1 driver of recurring revenue.

Your data is Yours

By joining Infinity Rewards you get access to your customer data. With this access you can build a relationship, grow and nurture long-term revenue streams and loyalty.

Know your customers

Do you know which clients you have lost recently? With Infinity Rewards, you can see who is active and who is in-active. It allows you to personalise communication and win them back.

White Label your Cards

Get Infinity Rewards cards with your branding.

New customers cost
5x more
to activate than
returning customers

**CAN YOU AFFORD NOT TO
KNOW YOUR CUSTOMERS?**

*You can get suppliers involved.
Suppliers can sponsor SMS's to your customers.*



Data Reporting



Loyalty Transactions
per day



Operator
Efficiency



Cardholders
Database



Cardholder
Frequency



Active and
In-Active
Cardholders



Top
Products



Top
Cardholders

Infinity Fuel Rewards

THE OWNER OPERATOR'S PREFERRED CHOICE



Customers commit to YOUR site by signing up



You have access to the customer data



Increase in customers



Bigger market share



Increase in volume



Less admin, it's automated

SET UP CARD SPECIFIC REWARDS:

The ability to reward differently to businesses, taxis, pensioners, etc.

ALSO HAVE FEATURES LIKE:

- * Top spenders
- * Active/Inactive members
- * Automated competitions

Our system gives you the ability to tap into our larger coalition database.

Community Project

Swipe your relevant card and stand a chance to win one month's school fees.



THE LOCAL SCHOOL, SPORTS CLUB, etc (Community Card)

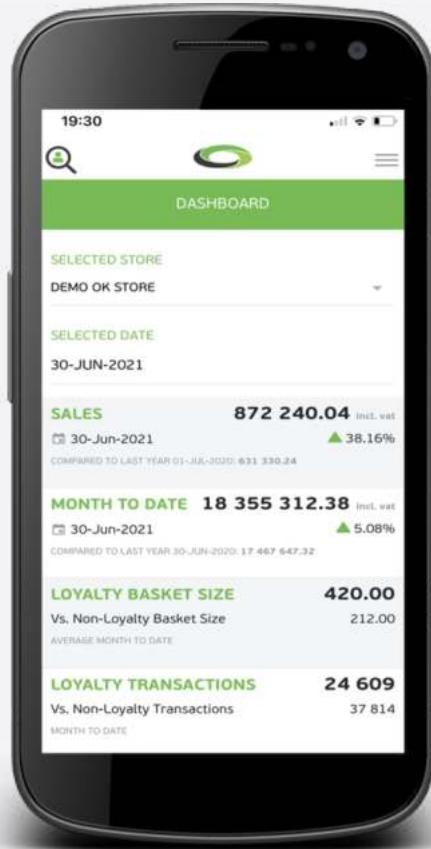


YOUR STORE or FUEL STATION

With every swipe of a subcard, the Community Card also receives CashBack

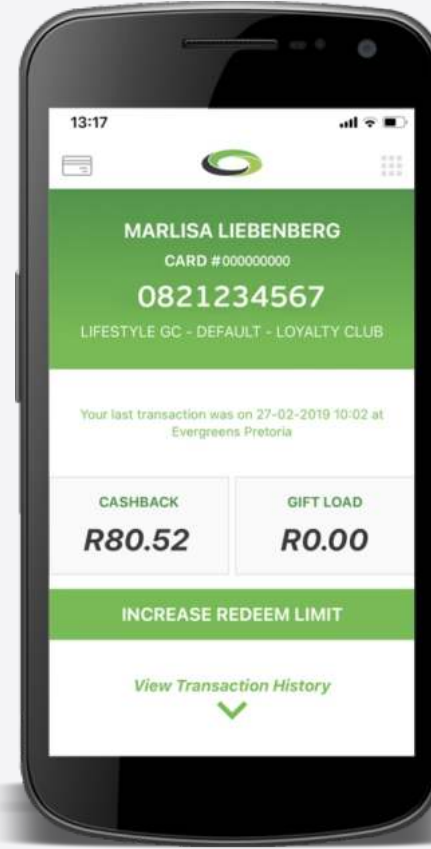
PARENTS OF THE LOCAL SCHOOL or CLUB MEMBERS, etc (SUBCARDS)

Apps



Partner App

- * Register Cardholders
- * Manage Cardholders
- * Set up Marketing SMS
- * View Statements and Invoices
- * Transfer Cards
- * Contact Support



Cardholders App

- * View CashBack Balance
- * View Gift Load Balance
- * Increase Redeem Limit
- * View Transaction History
- * Transfer Card
- * Alternative For Card
- * Contact Support



How Does It Work?

Spend.



Register loyalty card, become a member and start shopping!



Earn CashBack on every purchase (excluding products already on promotion).

Earn.



CashBack can be accumulated over time. Earn CashBack rewards every time you shop at our partners!



Be the first to know about promotions and enjoy 'loyalty members only' discounts on selected items as well as exclusive CashBack offers!

Redeem.



Redeem your rewards by using your card to pay for purchases you make at our partners.



Enjoy the value of the CashBack rewards you accumulated.

A close-up photograph of a person's hands holding a white smartphone. The person is wearing a white button-down shirt. Their right index finger is touching the screen, while their left hand supports the phone from the bottom. The background is a soft-focus office environment.

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