



What is it?

- The TapaTag CashBack system is an exciting contact or contactless customer CashBack program for all types of merchants.
- It's a Nifty little Near Field Communication (NFC) Smart Card sticker that attaches to the pouch of your mobile phone (or inside your wallet, on a key ring or on a lanyard). Different sizes and types of cards also available.
- TapaTag CashBack cardholders receive a percentage of their purchase as cash credited back onto their CashBack card to use at a later date.
- The TapaTag can also be loaded as a prepaid or gift card that can be used over and over at your store.

Tap a Tag CASHBACK



How can it be used?

- The system is so dynamic that a single merchant can have their own ***In-Store** CashBack program.
 - Malls can have a ***Mall** program where tenants of the centre can participate.
 - National Groups can have their own ***Group** program where their branches and franchisees can participate.
 - “In-store” and National “Groups” can even belong to a ***3rd party Coalition** Program.
- The beauty of the Tap a Tag Contactless CashBack card, is that all of these CashBack programs and other Tap a Tag uses can co-exist on **ONE Tap a Tag CARD!**

How will it benefit merchants?

- Assists merchants to secure repeat business and loyal customers.
- Cardholders can rate their experience on the device in your store, even when you are not there.
- Merchants business is promoted on the Tap a Tag website.
- Merchants business name is on the Tap a Tag CashBack SMS received by the customer.
- Merchants business is promoted to other Tap a Tag CashBack customers on the discount directory.
- Market to Cardholders with Tap a Tag Mobile directly via their handset by sending eCoupons, eGift cards etc.
- Merchants can co-brand the Tap a Tag swipe or Contactless card.
- Issue branded Gift cards to customers on the same device.
- Fast and convenient contactless transactions (speeds up lanes).

Will it change the way you do business?

- The only way Tap a Tag CashBack will affect the Merchant’s business is by providing the Merchant with repeat sales from loyal customers!
- Shoppers pay for their purchases in the normal way, at the usual prices **BUT** they get rewarded for doing so in **REAL** cash!
- Customer loyalty will bring them back time after time.

****A more detailed explanation with diagrams on these programs can be found at the end.***

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If you **WANT** this,
you **NEED**...

THE TERMINAL

Although the Creon is small in size, it has an impressive range of functions and epitomises the **All-in-One** design concept;

- Cost Effective Mobile and Wireless solution
- Performs all EFT transactions
- Debit Card and Credit card; MasterCard, Visa, Amex and Diners
- Chip and Pin compliant, minimizing exposure to fraud
- Issues own branded Gift Card, Prepaid Card and Lay-by Card
- Generate income by vending airtime on the same terminal
- Contactless reader built in, enabling Contactless TapaTag purchases and TapaTag CashBack all on one terminal.
- Can accept payments from mobile phones directly
- Allow your customers to rate their store experience on the device.
- Full Back office reporting capabilities, allowing online reports to be viewed.
- 24 Hour Call Centre, available for all queries



Essentially, our CREON terminal and the services EEC provides , we can replace your existing terminal, providing all functionality on **ONE DEVICE!**

TapaTag CASHBACK



TapaTag as a Prepaid CashBack card

Why not encourage your regular and favourite customers to prepay you? They frequent your shop on a regular basis to purchase goods and services anyway, so what are you waiting for?

The TapaTag has the capability to be used as a Prepaid CashBack card. This means that when customers come into your store, you can encourage them to prepay you and give them an extra benefit for doing so. We call this a **"Super CashBack Bonus"**.

The benefits of getting your customer to prepay you are;

- Increase Cash Flow
- Earn interest on the prepaid money in your bank account
- Pay suppliers in cash to save on interest costs



What is the **process** involved with Prepaid CashBack?

- You as the merchant need to encourage your customers to prepay you and drive the Prepaid CashBack.
- To encourage your customers to part with their money and prepay you is simple. Offer them more than what they are already getting with their standard CashBack!
- Offer your customers at least double the normal CashBack they would have earned doing a normal purchase. This CashBack will be earned on the amount that they are willing to prepay you. The more you offer, the more they will prepay!
- The process of giving your customers their Prepaid CashBack amount is a manual credit, as opposed to the standard CashBack where the process is automatically done by the terminal. This means that a supervisor should be the only one with access to manually credit the Prepaid CashBack on the customers card.
- The terminal will have 3 predetermined percentages to credit the Prepaid CashBack on the customers card from which to choose. These values will be much higher than the normal CashBack offered so as to encourage customers to prepay.
- These predetermined values will allow for the merchant to select a certain amount of CashBack to offer to prepaying customers on specific days, allowing the merchant to create CashBack campaigns. For example, "Happy Fridays" where all prepaying customers get a Super CashBack Bonus of 25% instead of the normal Prepaid CashBack amount of 15%.

Customers will be blown away!

Tap a Tag CASHBACK



Customer Rating Service

Once the initial transaction for payment has been processed, the device will prompt the cardholder to rate his/her experience in the store from 1-5.

- 1-Shocking
- 2-Poor
- 3-Acceptable
- 4-Good
- 5-Excellent



In the event that the customer has selected a poor rating (1,2 or 3) a sms can be generated to a store designated contact, informing them that a customer has not had an enjoyable experience in that specific outlet.

This information is provided for with the view to finding out the details of the unsatisfactory service and to arrive at an amicable resolution between store and cardholder.

Dynamic Marketing

Registration and card issuing takes place in 30 seconds. We capture the cardholders cell phone number on the device (light registration), and our database is updated. A complete secure heavy registration is done online, www.tapatag.com, and all other details of the cardholder are captured.



Constant contact with current customers is a good way to build their loyalty. Send birthday messages via sms, give them a voucher and invite them to VIP events.



Most exciting and cost effective direct marketing and advertising method available to a business. Can create one on one communications with your market.



Electronic emails and newsletters will be dispatched free of charge. Cardholders can easily update their contact information in order to find out where the specials are.



Will enable cardholders and merchants to login to the TapaTag website, update their details, check specials and account balances.



With the TapaTag Mobile Application, send eGift cards for special occasions, send eCoupons, advertise end of season sales, discounts etc to all TapaTag Cardholders.

TapaTag CASHBACK



Why will it work?

Customers distrust “points” schemes and want more from their shopping experience. Customers want proper Cashback rewards. With TapaTag CashBack, customers get part of the money they spend back in real cash credited to their TapaTags. This is better than a discount, real cash in a customer’s card will encourage them to return to merchant's stores more frequently and increases spend. This ensures that merchants will build a solid customer following and add to overall sales.



TapaTag Mobile Application

The TapaTag mobile application can be downloaded from www.tapatag.mobi

The TapaTag mobile application is a multiple function application tool that can be used for payment directly from your cellphone.

With the prevalent increasing trend in Mobile Payments and NFC Technology being built into phones, it seems that having the capability to accept mobile payments is obvious. There are a huge amount of individuals out there who are currently using this technology with millions more joining every year.

With EEC's Creon POS Terminal, we have realised the necessity of accepting mobile payments as well as accepting payments using NFC. We at EEC have prepared for this step towards the future of payments in South Africa, and the following benefits will be derived;

- Accept all TapaTag mobile payments
- Accept mobile payments from third party service providers
- Increase your customer base by having all the TapaTag Cardholders able to use your device
- Further increase your market by accepting mobile payments from all those additional individuals who want to use mobile payment methods
- Market to TapaTag cardholders directly to their handsets by sending eCoupons, eGift cards etc

With this in mind, as well as all the other incredible functionality and power our device can offer your business, it seems the only thing left to say is, "where do I sign?"



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In-Store Program

- The In-Store Program is available to all standalone stores.
- These merchants will be able to issue their own branded TapaTag card.
- These CashBacks will only be able to be redeemed at that particular store.
- If the merchant has decided on contactless TapaTag cards to be issued, these cardholders will be able to register their TapaTags at other TapaTag merchants (and vice/versa). The cardholder will then have 2 in-store accounts, but the cardholder will only be able to accumulate and redeem his CashBacks at the stores where they were earned.
- The Cardholder will be able to check his balance for his CashBacks online, on the device and on the Mobile Application



Earn and Burn

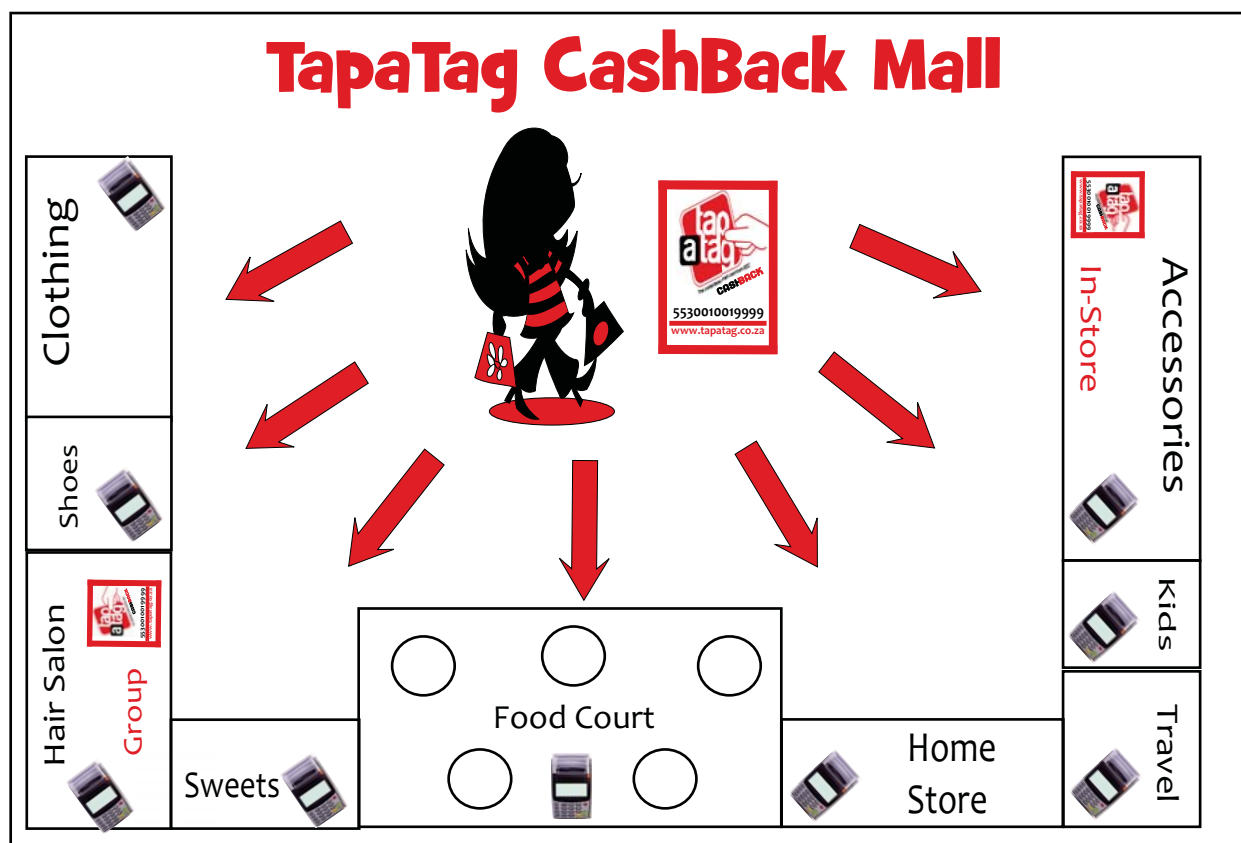


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Mall Program

- Available to all Malls
- The Malls brand will appear on all TapaTag cards
- Shoppers will be able to accumulate and redeem their TapaTag CashBacks at any participating merchant.
- In the event that the mall has not entered into the Mall program, a merchant may enter into a In-Store program.
- If the merchant is already an In-Store merchant, but the mall in which they are a tenant wishes to run a Mall program, The merchant may have his In-Store program and become part of the Mall program.



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Group Program

- Available to all companies who have more than one branch of the same brand.
- The Groups' brand will appear on all TapaTag cards.
- Cardholders will be able to accumulate and redeem their TapaTag CashBacks at any store within the Group Program.
- In the event that an In-Store merchant has issued his own TapaTag CashBack cards and the Group wants to become part of the program, the In-Store program will become part of the Group Program. Cardholders will be able to redeem their In-Store CashBacks, while all accumulated CashBacks during this period will accumulate in the Group CashBack account.
- If the merchant is a mall merchant already and the Group creates their own program, the Mall and Group program will run separately, with CashBacks being split 50/50 between the two programs.



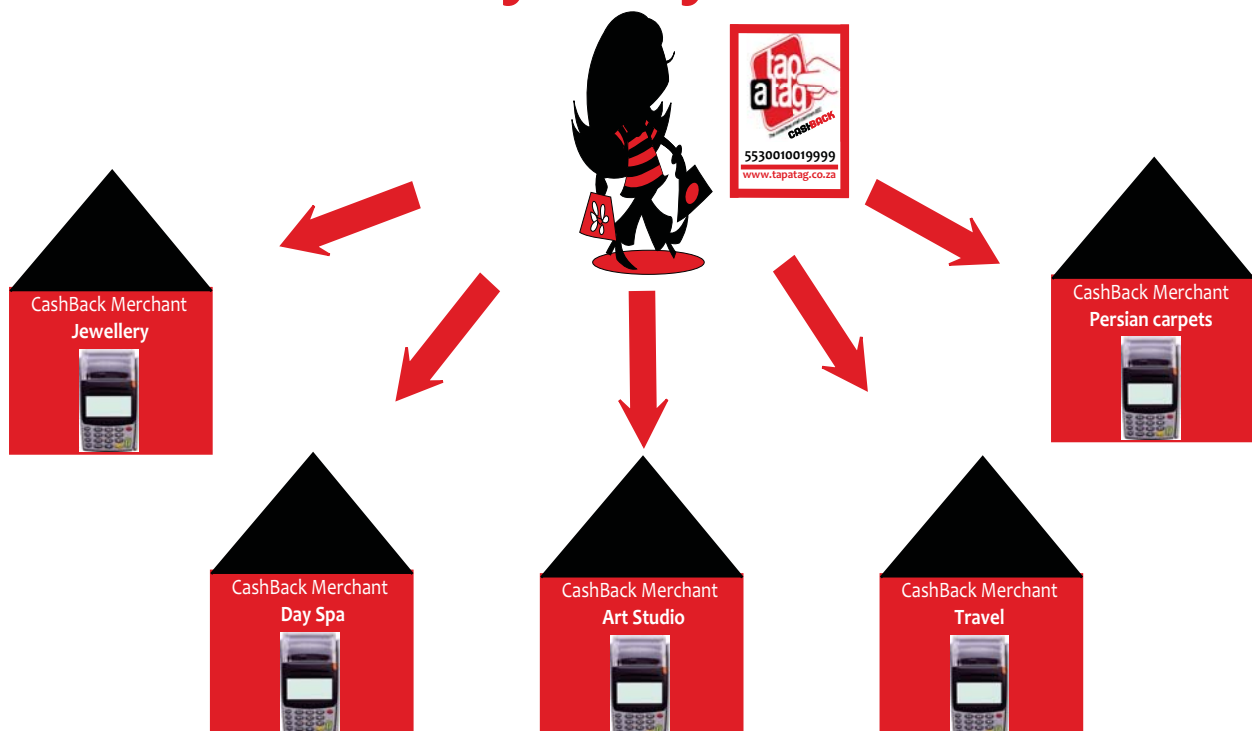
Tap a Tag CASHBACK



Coalition Program

- Available to all types of merchants with different brands, from In-Store to Mall merchants who wish to form a coalition where TapaTag cardholders can accumulate and redeem their CashBacks at any participating program.
- Once both groups have created their own independent program, we can easily link them together.
- The CashBacks that have accumulated before and after the programs were linked will become available to be used by the TapaTag cardholder at any store within the coalition.
- EEC will advise all cardholders of this coalition by SMS and email.

Luxury Lifestyle Coalition



Tap a Tag CASHBACK



What do you pay?

- Monthly rental of terminal.
- Monthly Service Level Agreement (SLA), includes your Maintenance on Hardware, Spares and replacements, Labour, Sim Card, Lane Fee and Value Added Service.
- Insurance (optional).
- Highly competitive merchant discount offered by The Host Bank
- Very Low merchant discount offered on TapaTag ~~WONGA~~ payments
- No charge to the merchant for any joining fee for the CashBack program.
- The agreed TapaTag CashBack discount percentage for the purchase price of goods and services.
- The discount only becomes payable to EEC if the TapaTag CashBacks have been credited to TapaTag Cardholders that have taken advantage of the CashBack offer.
- The discount and TapaTag CashBacks include VAT.
- Cost and design of the various CashBack card options available, such as Tags, Keyrings, Magstripe, Contactless Magstripe and Wristbands. The merchant can brand the CashBack Card in its own corporate colours and designs, the card will be fully branded in the merchants brand and the TapaTag brand will appear on the bottom right of the card.
- EEC will rebate 50% of the purchase price of the cards back to the merchant once they have been registered and issued.
- In the event that the merchant agrees to give 20% CashBack to the TapaTag Cardholder, EEC deducts a portion of this amount from the Cardholders CashBack account for program fees, administration costs, as well as to reinvest in the promotion of the TapaTag CashBack Program at the merchant.

Any Questions?

TAP THIS WAY.....



CONTACT US

Please check out the TapaTag website www.tapatag.com for daily updated CashBack merchants, ongoing additional benefits and services.

Please check the Frequently Asked Questions (FAQ) pages on the TapaTag website in case you are unsure about anything.

Also feel free to contact one of our branches on the details listed below;

Pomona, South Africa-H/O

53 Maple Street, Pomona, Kempton Park,
Johannesburg, Republic of South Africa.

Contact: +27 11 979 0670

Durban, South Africa

281 Florida Road, Florida Mansions,
Morningside, Durban, Republic of South Africa

Contact +27 31 313 9333

Cape Town, South Africa

Unit 2 Greenford Office Estate, Punters way,
Kenilworth, Cape Town, Republic of South Africa.

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Acacia House, 1st Floor, 5 Autumn Street,
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