

## our nature of business

Blue Label Telecoms (BLT) and its subsidiary and associate companies (the group) produce and distribute prepaid secure electronic tokens of value and transactional services.

The group's prepaid products and service offerings include prepaid airtime and starter packs, prepaid electricity, bill payments, electronic funds transfers, loyalty programmes, stored value cards, location based services and other physical and virtual prepaid electronic tokens of value. The group processes in excess of 400 million monthly transactions through several hundred thousand mobile and fixed points of presence.

In South Africa the group has in excess of 120 000 points of presence through which it distributes its products and services. Beyond South Africa, the group has introduced and is developing mirror images of its proven business model in a number of emerging markets, including India, Mexico and countries in Africa.

In emerging and developing markets the supply of products and services through prepaid channels has become a significant mode of distribution. Logistical impediments to the physical distribution of products are surmounted through virtual delivery technology platforms. As the unbanked market does not have access to credit, prepaid electronic tokens of value have become the access point to previously unavailable developed world products and services.



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