

group structure

Blue Label Telecoms Ltd



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Telecommunications Distribution

The Prepaid Company (TPC)

TPC is a wholesale and retail distributor of virtual and physical prepaid airtime and starter packs. TPC uses proven technology to facilitate the wholesale purchasing, management and delivery of prepaid airtime for its clients, including Ackermans, Clicks, Metcash, Mr Price, PEP, Pick n Pay, Shoprite and other BLT subsidiaries.

Crown Cellular

TPC also owns Crown Cellular, a wholesale and retail distributor of virtual prepaid airtime to the informal market.

Ventury Group is the holding company of Cigicell

Cigicell distributes virtual prepaid airtime and electricity vouchers through a network of POS terminals to BP, Sasol, Shell and a range of independent retailers.

Matragon is the holding company of Comm Express Services (CES)

CES distributes virtual and physical e-tokens (including starter packs) through a broad network of distribution channels including terminals, vending machines and integrated POS devices, directly to consumers through established retail associations and independent retailers.

Kwikpay SA

Kwikpay distributes virtual prepaid airtime, electricity vouchers and value-added services through multi-application and managed terminal vending solutions and integrated POS till points for SPAR, First National Bank, Nedbank and Clicks.

Virtual Voucher

Virtual Voucher distributes virtual prepaid airtime through an integrated prepaid voucher management system to over 500 Engen petroleum sites across South Africa.

International Telecommunications Distribution

Gold Label is a holding company of Oxigen Services India

Oxigen Services India (Oxigen)

Oxigen is a virtual distributor of recharge vouchers, prepaid subscriptions and bill payments, including the electronic distribution of prepaid and postpaid airtime for India's leading telecommunications operators. Oxigen has over 50 000 touch points and is the leading virtual distributor of prepaid airtime in India.

Africa Prepaid Services (APS)

APS is a distributor of bulk printed physical prepaid products and starter packs. APS is currently active in Mozambique and the DRC and intends to pursue other opportunities on the African continent.

SharedPhone International (SharedPhone)

SharedPhone operates a SIM-card mobile payphone solution that allows vendors in developing markets to offer consumers access to a public payphone and to vend prepaid airtime and prepaid electricity.

Content Connect Australia (CCAus)*

CCAus is an aggregator of on-portal and off-portal localised content to mobile operators and third-party clients throughout Australia.

Blue Label Mexico*

The group jointly established Blue Label Mexico with Nadhari S.A. de C.V., a Mexican company with emerging market expertise. Blue Label Mexico is an important step in the group's goal of creating a distribution network in the emerging markets of Latin America, one of the world's largest remittance corridors.

Smart Voucher UK trading as Ukash*

Ukash is a developer of proprietary and patented prepaid voucher technology, allowing for online redemptions. It also provides the group with access to a footprint in Western Europe.

This group structure includes only the significant operating entities.

* Acquired post year-end





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Technology Platforms

Activi Technology Services (Activi)

Activi develops, deploys and supports the group's technology platforms. Its full service offering, which is also offered to third party clients, includes:

- The switching of secure credit, debit and fleet card transactions for many of South Africa's leading banks, retailers and petroleum companies;
- The enabling of secure e-token vending platforms (airtime and electricity);
- The deployment of kiosks, POS terminals, bulk printing devices and self-service vending machines to enhance e-token distribution;
- The hosting and management of IT infrastructure; and
- The manufacturing, distribution and maintenance of POS terminals, kiosks and vending machines

Blue Label One trading as the Mobile Services Company (MSC)

MSC provides mobile product and service solutions to the group.

Other Related Services

Datacel Direct (Datacel)

Datacel is a national business process outsourcing (BPO) company operating inbound and outbound call centres (1 000 seats) that specialise in:

- the telemarketing of cellular products and financial sector products and services to both proprietary and third party databases;
- the provision of inbound customer care and technical support; and
- the collection of loans and credit card debt on behalf of major retail chains.

Cellfind SA (Cellfind)

Cellfind is the market leader in GSM based location based services (LBS) in South Africa and has successfully launched the following products and services in conjunction with Vodacom South Africa:

- Look4me (410 537 Vodacom subscribers at 31 May);
- Look4help (415 301 Vodacom subscribers at 31 May);
- Look4me for Business; Cellfind Assets; and 911Alert (100 000 Discovery subscribers at 31 May)

Cellfind is launching a range of LBS products for MTN South Africa in mid October 2008.

Content Connect Africa (CCA)

CCA is an aggregator of localised content for mobile operators and third-party clients throughout Africa. CCA has acquired exclusive distribution rights and licence agreements for an array of local and international products and services including: music, entertainment, lifestyle, sports, fashion, news and games content.

CCA also has the exclusive African distribution rights to Prefueled, a kiosk and web-based digital entertainment provider of music, video, games and lifestyle products that dispenses music via WiFi, Bluetooth, memory card, USB-disk and CD/DVD.