

**EXCLUSIVE**   
**MARKETING PARTNER**



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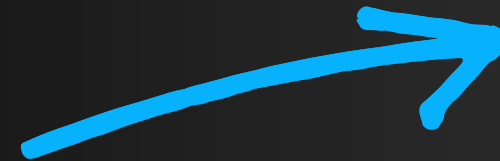
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# Why we're here



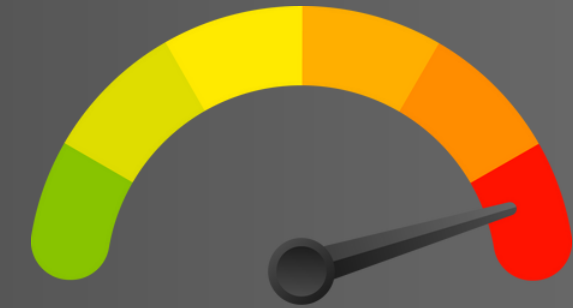
Meet John.

He wants to **BUY** something from Joe who lives in a **different province**.



Joe seems like a good guy.

**BUT** with no in person meeting, **is there any way to be sure?**



**RISK FACTOR**

Societal protocol is for the Buyer to pay before Seller ships item.

Leaving John (buyer) completely exposed and **vulnerable to FRAUD**



**CONTEXT**  
**STORY**



**Meet Jurie, our Founder.**

He experienced this type of fraud 1st hand whilst building and running GolfHub, a Private Buy / Sell golf community.

Jurie discovered the need for a **SECURE SYSTEM** to protect the Buyer & Seller in transaction with **NO GREY AREAS.**

Back in 2018-2019- GolfHub **averaged 10K+ transactions per month!**

Realising that was a mere **fraction of the overall market**, our journey began...

Over **18 million C2C transactions** on Facebook alone in South Africa

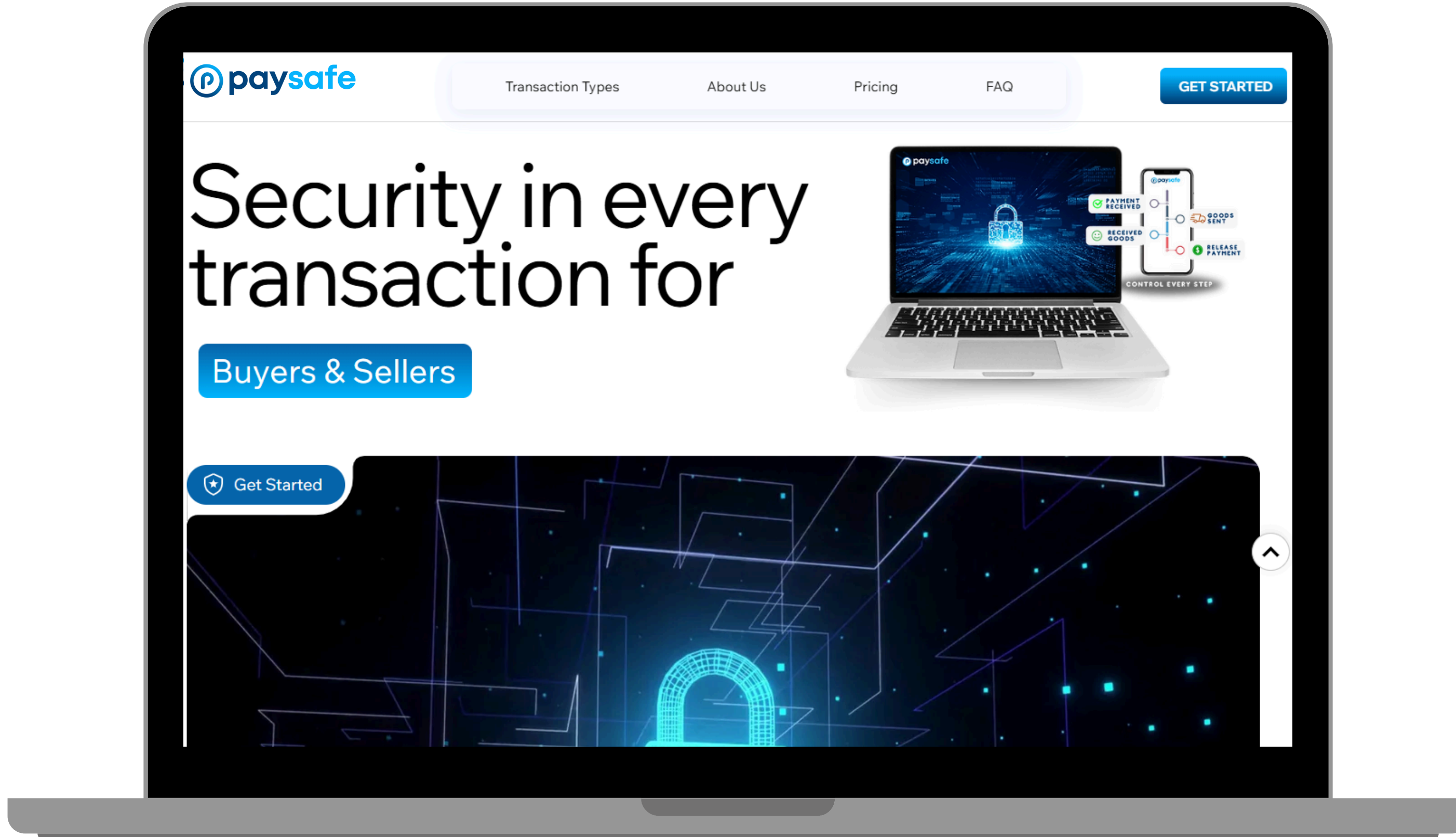
**R54B**  
**ANNUAL SPEND**



**Traditional payment** methods leave both parties **vulnerable to fraud** and disputes.

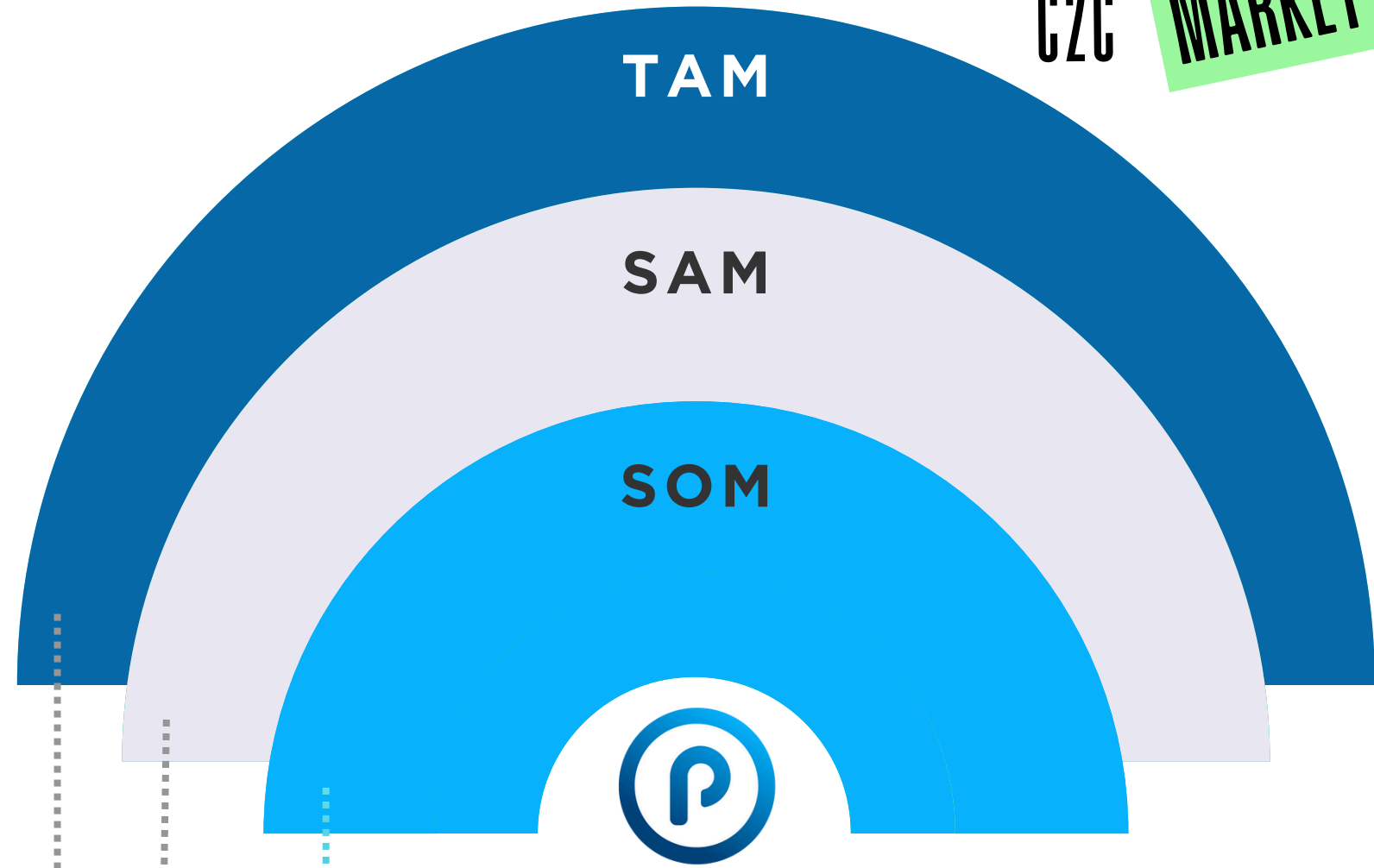


The rise of online trading post-covid has further highlighted the **need** for **secure payment solutions**.



**paysafe** escrow system ensures that both **buyers** and **sellers** are **protected**, fostering trust and transparency in every transaction.

**SOUTH AFRICAN  
C2C MARKET**



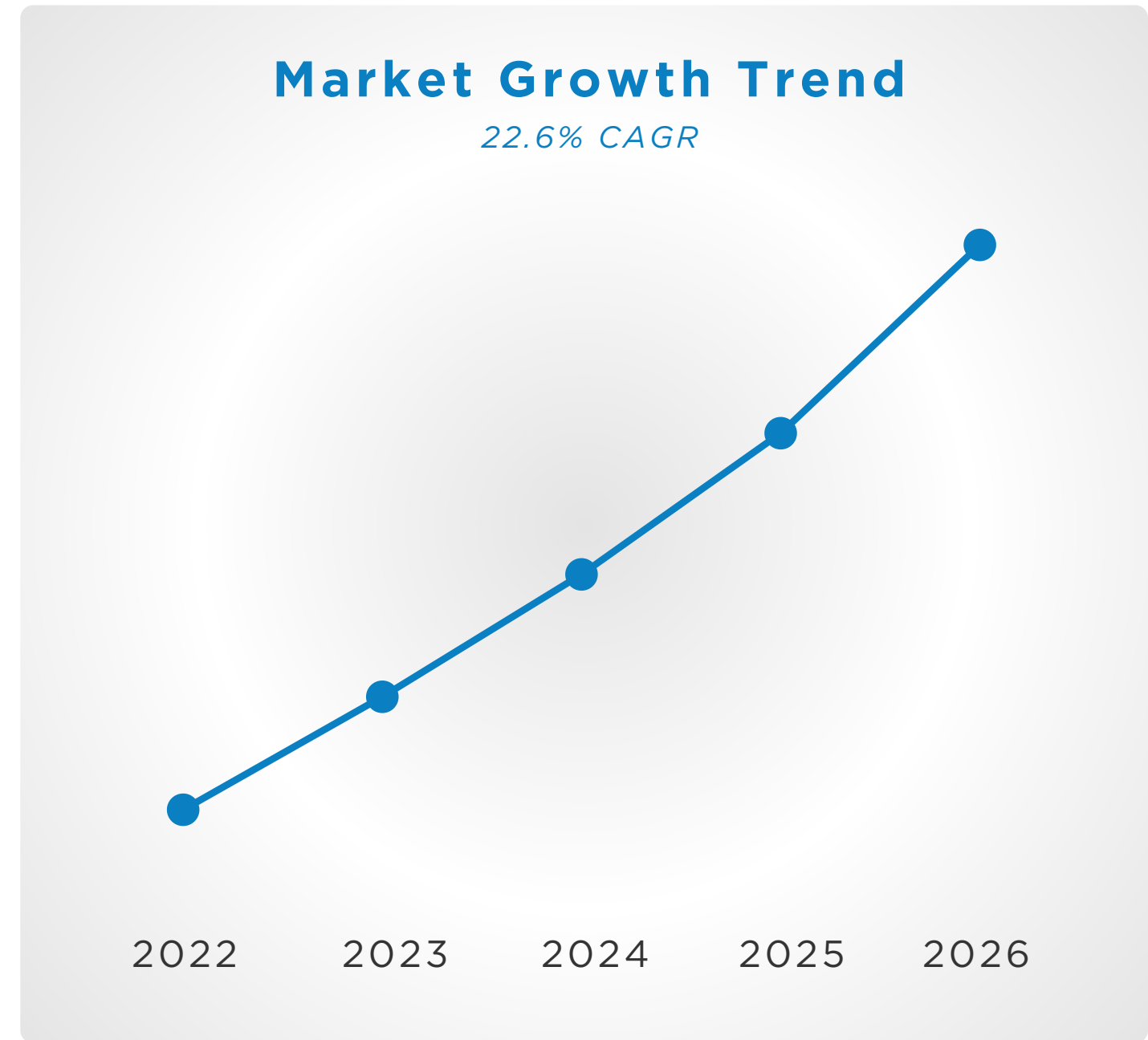
**TAM: 45 - 75M Transactions**  
South African C2C Market

**SAM: 20 - 30M Transactions**  
Facebook Marketplace, Gumtree etc

**SOM: 2 - 3M Transactions**

**R65B Annual Transactions**

**R7.5B Annual Transactions**



FEATURES	PaySafe	TradeSafe	Payfast	Ozow
Escrow Functionality	✓	✓	x	x
Easy Onboarding of User	✓	x	✓	✓
Instant EFT	x	x	✓	✓
Fee based on R7500 transaction	R50	R86.25	R152*	R112.50
Core Market	C2C	B2B*	B2C	B2C

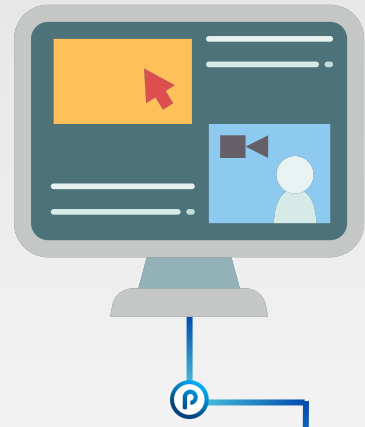
**R50 Flat Rate**

\*Recently started C2C

\*Instant EFT



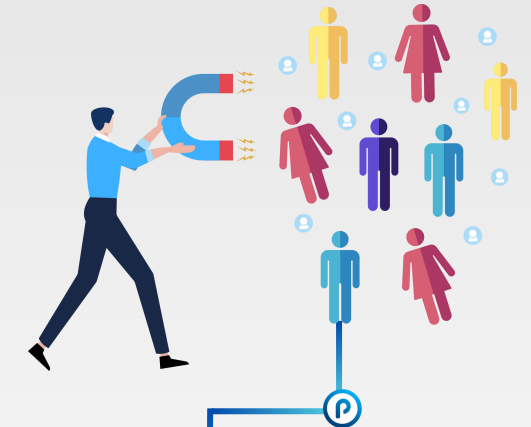
**SECURE**  
**SIMPLE**  
**AFFORDABLE**



## Online

Social Media - Meta (Direct Target Market)  
Influencers  
Google - AdWords

# OUR MARKETING BENEFITS YOUR BRAND



## Offline

Exhibitions  
Printed Media

**EXCLUSIVE**  
**PRODUCT PLACEMENT**  
Push Promotions

**2-3M**  
**HIGH LSM USERS**  
Your Brand Exposure

**POSITIVE**  
**BRAND ASSOCIATION**  
Preventing Fraudulent transactions

# INDUSTRY

**EXCLUSIVITY**

**R40k**  
per month

### Key Points

**Period:**  
24 Months  
Month 25-36 **FREE**

**1 of 5 Total Partners**  
**Exclusivity to your Industry**

**Branding Included on:**  
Main Website  
Secure Payment Portal  
Specific advertising campaigns

# COMPLETE

**EXCLUSIVITY**

**R150k**  
per month

### Key Points

**Period:**  
36 Months  
**Thereafter R1 per month FOREVER**

**Only Partner**


**Branding Included on:**  
All Previous Benefits  
Logo Co-Branded





# FOUNDING TEAM



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At PaySafe, we bring together a **dynamic team** of professionals with extensive expertise across **fintech, marketing, brand building** and the **payments industry**. Our collective experience spans decades, equipping us with the knowledge and strategic insights needed to excel in the fast-evolving financial technology space.

Managing Director, Jurie Roux, founded **GolfHub South Africa**, a Private Buy / Sell community for golfers which he grew to be the largest in Africa, becoming a household name amongst South African golfers.

He resorted to manually recreating the system which proved the **concept** was **overwhelmingly well received**.

Jurie underwent Software Development training to enable him to complete a **functional prototype** to showcase his vision for the product.

The culmination ensures that we are well-equipped to navigate the complex and dynamic landscape of the payments industry