



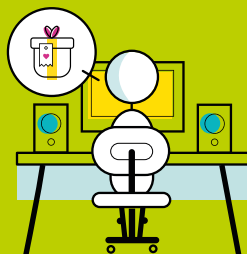
PayU

mobicred

Mobicred Overview

Give your customers the convenience of a revolving credit facility.

Suitable for:  eCommerce stores



Mobicred is a simple & convenient credit facility that allows you to safely shop online with our participating retailers.

Mobicred is South Africa's first and only digital lender focused on the SA eCommerce industry and offers a 100% online revolving credit facility for consumers.

Their merchant base includes many of the largest SA online merchants, including:

takealot com

SUPERBALIST.COM

Incredible
CONNECTION

iStore

Since launching, Mobicred has originated in excess of **R25 million** through its network of more than **750 merchants**, to over **10 000 customers**.

Mobicred is building a large and scalable platform in a **R5 billion addressable market** across South Africa.

This is done by leveraging its proprietary technology and alternative data to enhance the proven fundamentals of promotional finance. Its 100% cloud-based offering has been proprietarily designed, and developed with a well-established technology partner. This platform has driven a competitive and low acquisition cost model with the ability to process high volumes of lower Rand value transactions.



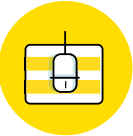

Mobicred is focused on acquiring prime borrowers by providing customers with a revolving unsecured line of credit of between **R2 500 and R20 000** to finance their retail purchases.

Mobicred focuses on delivering a **simplistic, transparent, responsible, and fairly priced consumer credit product**. Mobicred is a registered credit provider (NCRCP6523) and managed by a team with over **25 years' experience** in consumer finance.





How does it work?

- 1  Apply once-off online
- 2  If approved, accept t&c's and get a credit limit
- 3  You're ready to shop online
- 4  Pay single monthly installment

Why should you offer Mobicred as a payment method?

1. Increased basket value
Activation of this payment method typically results in an increase in the average basket value of 50-75%.
2. Increased customer loyalty
Ease of payment means an increased chance of repeat purchases.
3. Bouquet of payment methods
Give your customer a host of payment methods to suit their needs including the option of a revolving credit facility.

What does a customer need when applying?

- ✓ A valid South African ID Number
- ✓ Be 18 years or older
- ✓ Earn a minimum monthly salary of R5500
- ✓ Have an existing & valid bank account in your name
- ✓ Have a current & valid email address & mobile number

Frequently asked questions

"How does your customer buy with Mobicred?"

Your customer can purchase at any participating online retailer that offers Mobicred as a payment option. They simply select Mobicred as a payment option at checkout.

"Does your customer pay an initiation fee?"

Yes, there is a once-off initiation fee of up to R570.00. This is a fee for opening & initiation of the agreement & Mobicred account.

"What is the monthly service fee?"

This is a monthly charge for the monthly administration & maintenance of the Mobicred account, including statements and all ad-hoc correspondence.

"What is the interest rate charged on your customer's purchases?"

The interest rate charged is 21% per annum & in accordance with the interest rate permissible by the National Credit Act.

"Will interest rate fluctuations affect your customer's repayments?"

The interest rate on the account is an annual variable rate linked to the Repo Rate and will change in accordance with changes made by the South African Reserve Bank.

How does your customer update their details?

Your customer can change their info on the **Mobicred web site**, or contact Mobicred via email at **customerservice@mobicred.co.za** or on **08600MCRED(62733)**.



Let's get started



www.payu.co.za