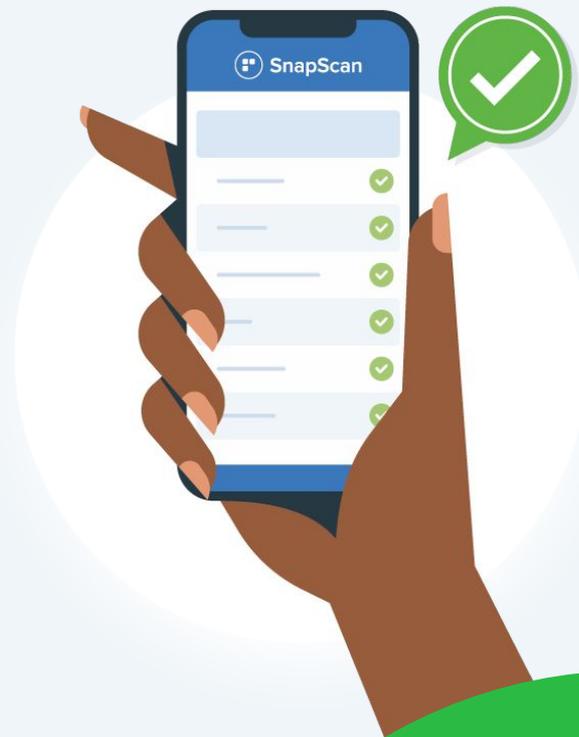




SnapScan

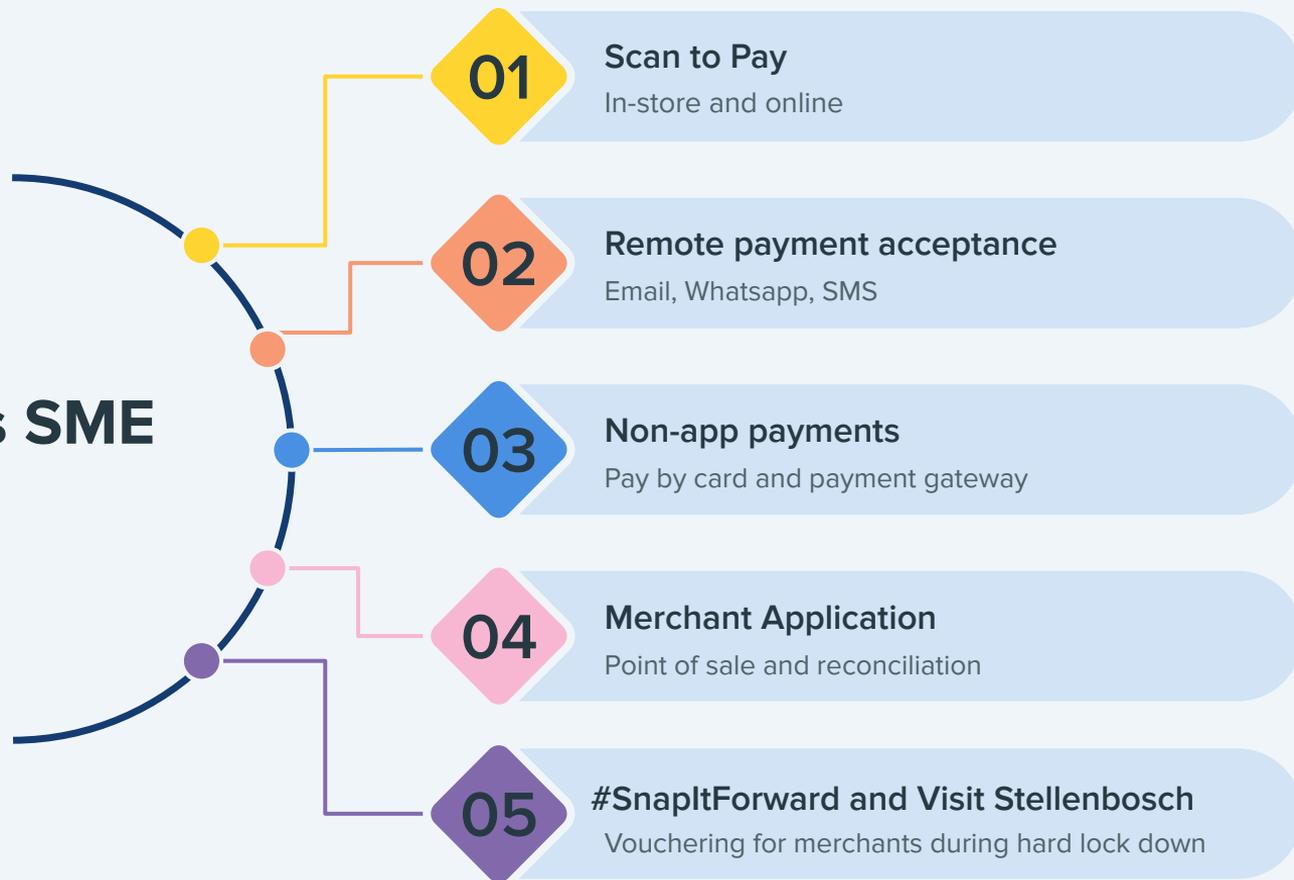
Briefing the Standing Committee on Finance, Economic Opportunities and Tourism

February 2022





SnapScan's SME offering





Scan to Pay

SnapScan's core mobile payment acceptance offering



Remote payment acceptance

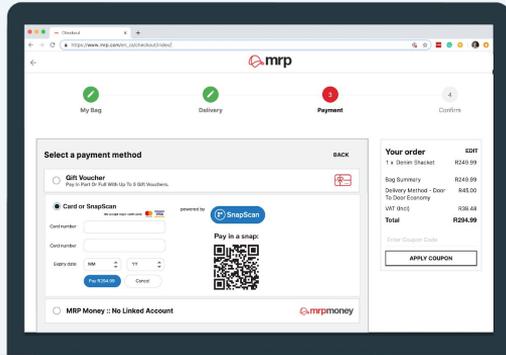
Invoicing and orders via SMS, email, or Whatsapp





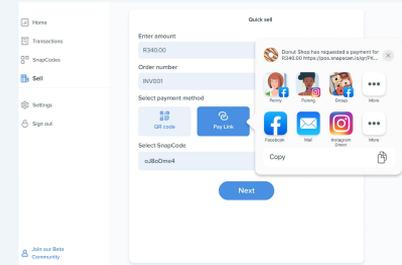
Pay by Card and Payment Gateway

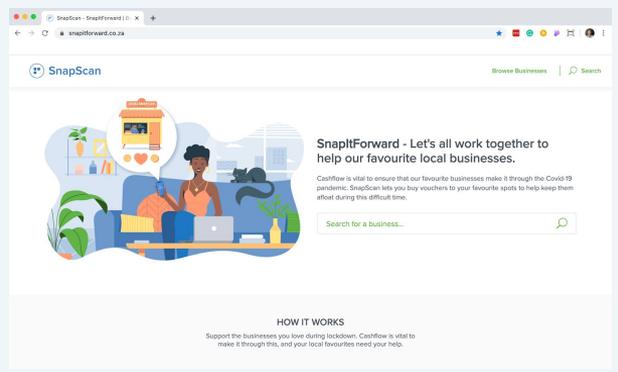
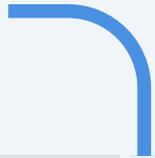
Accepting payments without the need for the SnapScan application (reducing smartphone dependency)



SnapStore

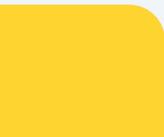
The SnapScan merchant application and mini point of sale





#SnapItForward

Enabling voucher purchases for small businesses during hard lockdown



Visit Stellenbosch and I♥MyHoek

Cash back campaigns to encourage in-person attendance at restaurants in specific districts (funded by local tourism agencies)



oppiedorp
Stellenbosch, Western Cape

Get back 50%* of your bill in Stellenbucks vouchers:

- 1 Spend R200 or more with SnapScan at participating restaurants (that includes your tip)
- 2 You'll receive a Stellenbucks voucher to a maximum value of R400.
- 3 Your Stellenbucks voucher will be immediately added to your SnapScan app, and can be found in the Wallet section.
- 4 You can spend your Stellenbucks at any participating restaurant. Check out: support@visitstellenbosch.org/restaurants for the full list.
- 5 On the SnapScan pay screen tap "Switch to Wallet" and scroll to select your Stellenbucks voucher before you pay.

*Maximum cash rebate for spend of up to R200 on one pay screen. You don't earn Stellenbucks when paying from your wallet or cashiers. T&Cs apply.

VISIT STELLENBOSCH

Powered by SnapScan

BUSINESS INSIDER | TRENDING

Paying with SnapScan in Franschhoek can earn you R200 in 'Hoekcoin' – to be spent at local spots





Successes and Opportunities

eCommerce and the remote payments boom



Impact of SA eCommerce boom on SME's

(PayFast eCommerce Performance Index, 2021)

01

Despite a difficult year spent overcoming the third wave of COVID-19, **48% of merchants saw an increase in revenue during 2021, compared to 2020.**

02

44% have had an online store for one to three years. Highlighting the surge in local eCommerce uptake due to the pandemic, **25% of that launched their online store in 2021.**

03

Social Commerce is being recognised as a crucial tool for businesses growth, with **52% of respondents selling their goods or services directly within a social media platform** - 41% of merchants who do not currently use social commerce, expect to do so within the next year

04

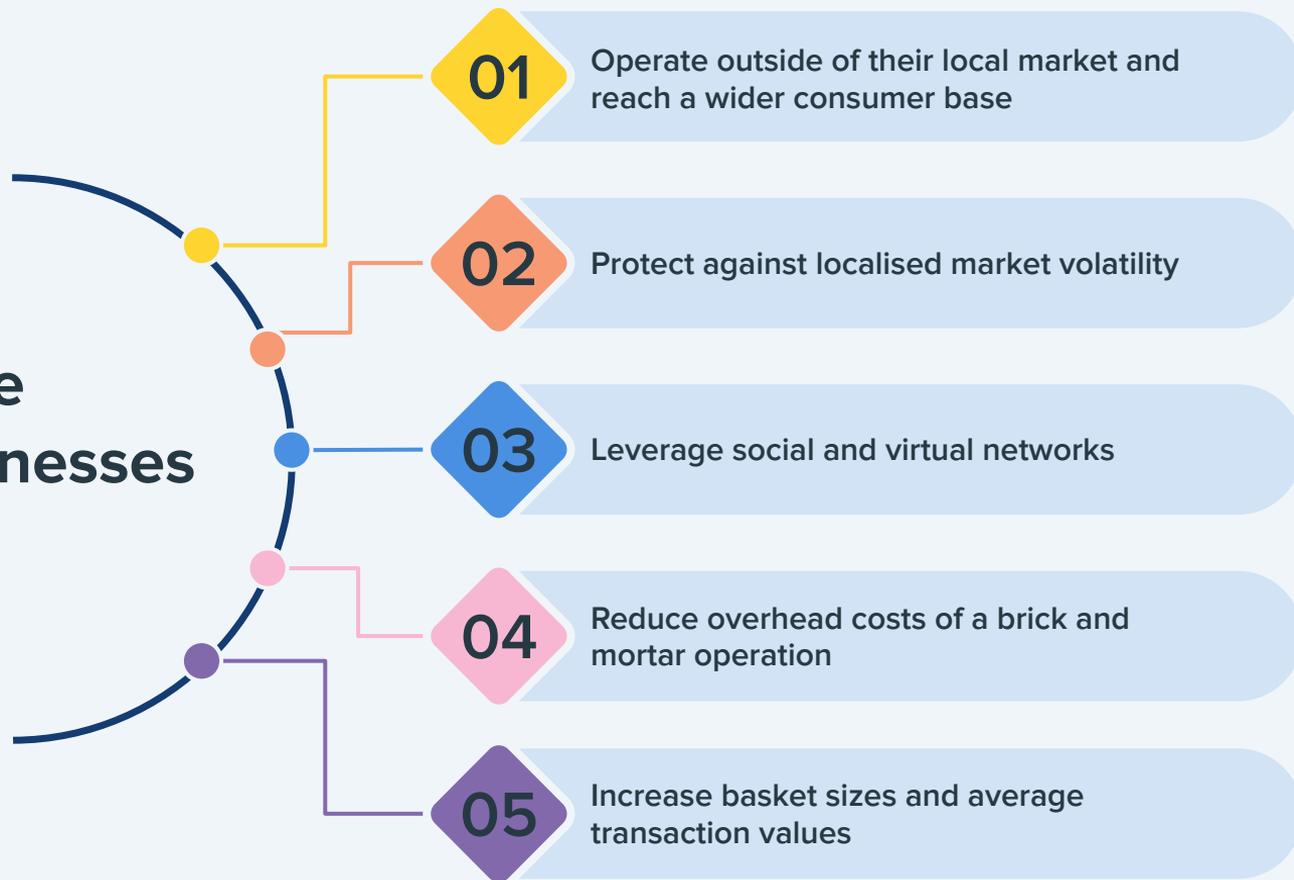
Taking a multichannel approach, **70% of businesses sell or advertise products on multi-vendor marketplaces.**

05

Top 3 Social Media platforms used by merchants to sell goods or services
Facebook 92%
Instagram 76%
TikTok 6%



eCommerce allows businesses to...





“

Reduce barriers to entry and growth by
consolidating and simplifying small business
solutions

”



End. Thank you :)