



RICA

Presentation to the Select Committee on Security
and Constitutional Development

9 February 2011



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- Activities to date to register MTN's existing subscriber base
- MTN's initiatives and challenges to register customers in rural areas



- **In November 2010, MTN stated that we will be:**
 - increasing our investment in RICA marketing campaigns and initiatives;
 - “taking RICA to the people”
 - increasing our RICA points of presence

- **MTN has invested more than R150 million since the effective date of RICA (i.e. 1 July 2009)**

- **MTN continues to invest significant financial and human resources in our RICA initiatives and campaigns in order to ensure that our customers are RICA'ed - MTN will be investing an estimated R40 to R50 million on RICA campaigns in 2011.**

Taking RICA to the People



- Through our below-the-line RICA campaigns, MTN takes RICA to the People



MTN's below-the-line RICA campaigns



MTN has gone to 6500 points of presence , which includes

- Taxi Ranks
- Hostels/mines
- Bus Roadshow
- Taverns
- Door-to-Door
- Strip & Shopping Malls
- Government Departments
- Corporates (e.g ABSA)
- Residential Areas
- Campus Universities
- Pholo Parks
- Gyms
- In store (e.g PicknPay, Shoprite, Checkers)



MTN's below-the-line RICA campaigns



- **MTN has taken RICA buses to visit rural areas areas where there are large concentrations of customers that have not RICA'ed and other public areas (such as Taverns and Shopping Malls)**
- **The RICA bus travels to residential areas (both formal and informal) to RICA customers**
- **Each RICA bus has a trailer, with sound equipment, stage and portable RICA facilities**
- **Entertainment is provided and customers have an opportunity to win prizes when they are RICA'd**

MTN's Above-the-line RICA campaigns



MTN continues to publicize RICA messages through Radio, TV and Print mediums

Estimated Reach: 75% of the SA population

•Radio:

- All National & Regional Stations

•Print:

- Newspapers(such as the Sunday Times , The Daily Sun and Sowetan)

•TV:

- News clock (e.g. e-TV)
- Taxi TV(i.e. TV in taxi's)



RICA points of presence at Government departments



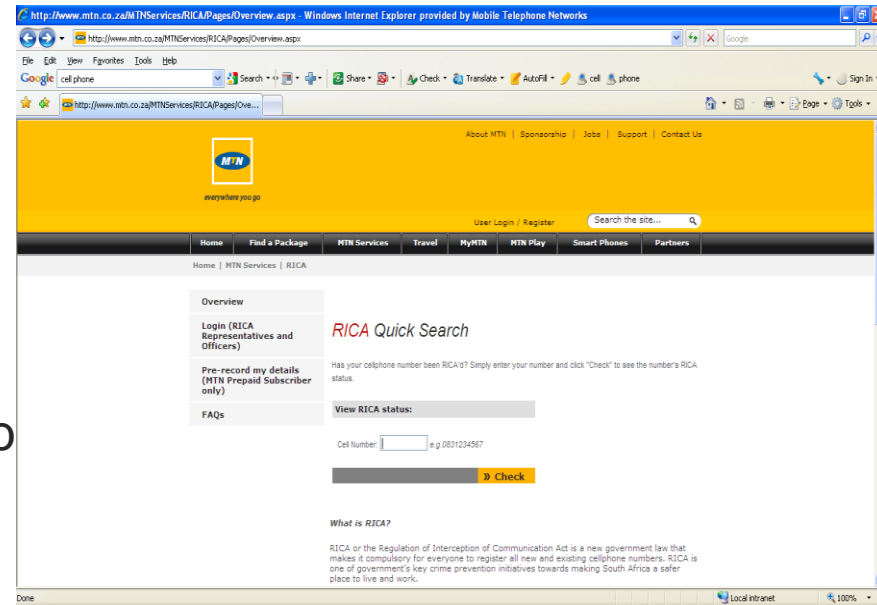
Touch Point	Total number of <u>initial</u> targeted sites
Dept of Home Affairs	115
Dept of Transport - Traffic / Licensing Dept's	90
Dept of Labour	45
Dept of Health – Local Clinics /Provincial Hospitals	35
Dept of Justice - High and Regional Courts	55
Dept of Correctional Services	15
SAPS - Police Stations	150
SARS / Border Gates	43
Municipal Offices	10

RICA Status



Our customers need to be informed about their RICA status and this is made available through various technology platforms.

- USSD, the customer dials *131# to check their RICA status (only available to pre-paid customers at this point in time)
- MTN website
- Customers can call the MTN pre-paid and post-paid call centres to enquire about their RICA status



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MTN's initiatives to register customers in the rural areas



- **As mentioned previously, MTN utilises RICA buses to RICA customers in rural areas, which is proving to be effective**
- **In addition, MTN Zoners are also deployed to rural areas to RICA customers**
- **An MTN RICA point-of-presence will be located at certain government departments in rural areas**
- **MTN also proactively identifies customers that are not RICA'd and reside in rural areas**

Key challenge to register customers in the rural areas



- **Customers that reside in rural areas have difficulty in providing proof of residence**
- **MTN has introduced a template affidavit to assist customers in providing proof of residence**
- **However, the proof of address from the retail store, church or school is not an effective solution because customers are required to find a church, retail store or school to complete and then return to the RICA point**

Nkonkobe District - Eastern Cape



Fort Beaufort - Eastern Cape



Tehuis Hostel – Umlazi KZN



Hlabisa - KZN





Thank You



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