EZI MOBILE

PITCH *Deck*

Connecting made easy

01

A PROBLEM WORTH SOLVING

PROBLEM

Despite the maturity of the South African telecommunications market, a significant gap remains for customers who regularly maitain financial and social connections between South Africa and Zimbabwe.

For many expats and migrant workers, cross border traders, students, and families, mobile connectivity and remittances are not separate needs, they are part of the same daily eco system. Yet no major telco has managed to integrate these, this is where Ezi comes in.

02

OUR BIG IDEA

DEVELOPING BUSINESS

To create an MVNO that incorporates the data and the remittence.

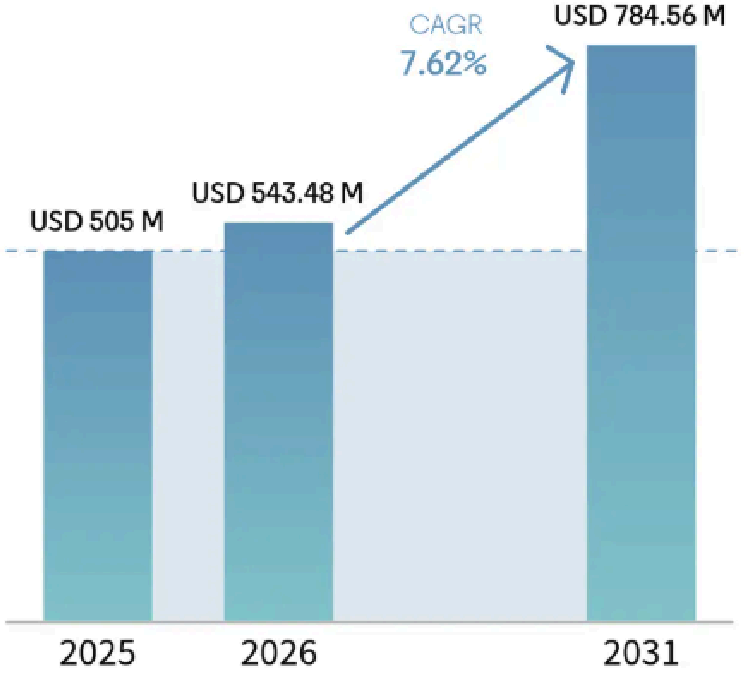
MARKET POTENTIAL

03

MARKET OPPORTUNITY

A GROWING, THRIVING MARKET WITH UNTAPPED POTENTIAL—NOW IS THE PERFECT TIME.

South Africa MVNO Market
Market Size in USD Million



Source: Mordor Intelligence

Market Overview

Study Period	2020 - 2031
Forecast Data Period	2026 - 2031
Base Year Market Size (2025)	USD 505 Million
Market Size (2026)	USD 543.48 Million
Market Size (2031)	USD 784.56 Million
Growth Rate (2026 - 2031)	7.62% CAGR
Market Concentration	Low

Major Players

FNB
Standard Bank
me&you
CAPITEC
afrihost

*Disclaimer: Major Players sorted in no particular order

04

PRODUCT IN ACTION

AN INSIDE LOOK AT HOW OUR PRODUCT WORKS AND WHAT SETS IT APART.

EZI Mobile is an ambitious MVNO targeting both the consumer of data and offering Fin tech services at the same time. Our goal of allowing our customer to connect with ease means us catering to their connectivity needs.

Connectivity isn't always data, connectivity can now include financial access.

BUSINESS MODEL

OUR MONETIZATION STRATEGY— SUSTAINABLE, SCALABLE, AND SMART.

Core Revenue Streams

1. Mobile Connectivity Revenue

Generated from:

- Airtime sales
- Data bundle sales
- Voice bundles
- SMS bundles
- Monthly recurring packages

This provides predictable recurring revenue and customer retention opportunities.

2. Cross-Border Remittance Revenue

Revenue generated through:

- Transaction fees
- Foreign exchange margins
- Revenue-sharing agreements with remittance partners

This differentiates Ezi Mobile from traditional MVNOs that rely solely on telecom revenues.

Financial Services Revenue

Future opportunities include:

- Digital wallets
- Bill payments
- Micro-insurance
- Merchant payments
- Lending partnerships

These services increase customer lifetime value.

06

TRACTION SO FAR

5K USERS MONTHLY TARGET.

SINCE EZI MOBILE IS CURRENTLY AT THE BUSINESS PLANNING AND PARTNERSHIP DEVELOPMENT STAGE, TRACTION SHOULD BE FRAMED AROUND EXECUTION MILESTONES RATHER THAN CUSTOMER NUMBERS.
STRATEGIC PROGRESS

- BUSINESS CONCEPT DEVELOPED.
- MARKET OPPORTUNITY IDENTIFIED WITHIN THE SOUTH AFRICA–ZIMBABWE CORRIDOR.
- INITIAL BUSINESS MODEL COMPLETED.
- TARGET CUSTOMER SEGMENT DEFINED.
- REVENUE STREAMS IDENTIFIED.
- BRAND POSITIONING ESTABLISHED.
- GO-TO-MARKET STRATEGY FORMULATED.
- PARTNERSHIP OPPORTUNITIES BEING EXPLORED ACROSS TELECOMMUNICATIONS, FINANCIAL SERVICES, AND RETAIL SECTORS.
- INVESTOR AND STAKEHOLDER ENGAGEMENT PREPARATION UNDERWAY.

COMPETITIVE ADVANTAGE

Ezi Mobile is specifically designed for customers with cross-border needs between South Africa and Zimbabwe. This creates a clear market position.

Telecommunications + Financial Services
Most telecom providers sell connectivity.
Most remittance companies move money.
Ezi Mobile intends to combine both.

A CLEAR COMPARISON OF US VS. THE COMPETITION—AND WHY YOU SHOULD INVEST.

OUR GO-TO-MARKET STRATEGY

01 STRATEGY ONE

This will be a community llaunch and will include physical activations at various locations.

Focus initially on:

- Retail Store activations.
- Community organizations.
- Cultural associations.
- Small business networks.
- Cross-border traders.

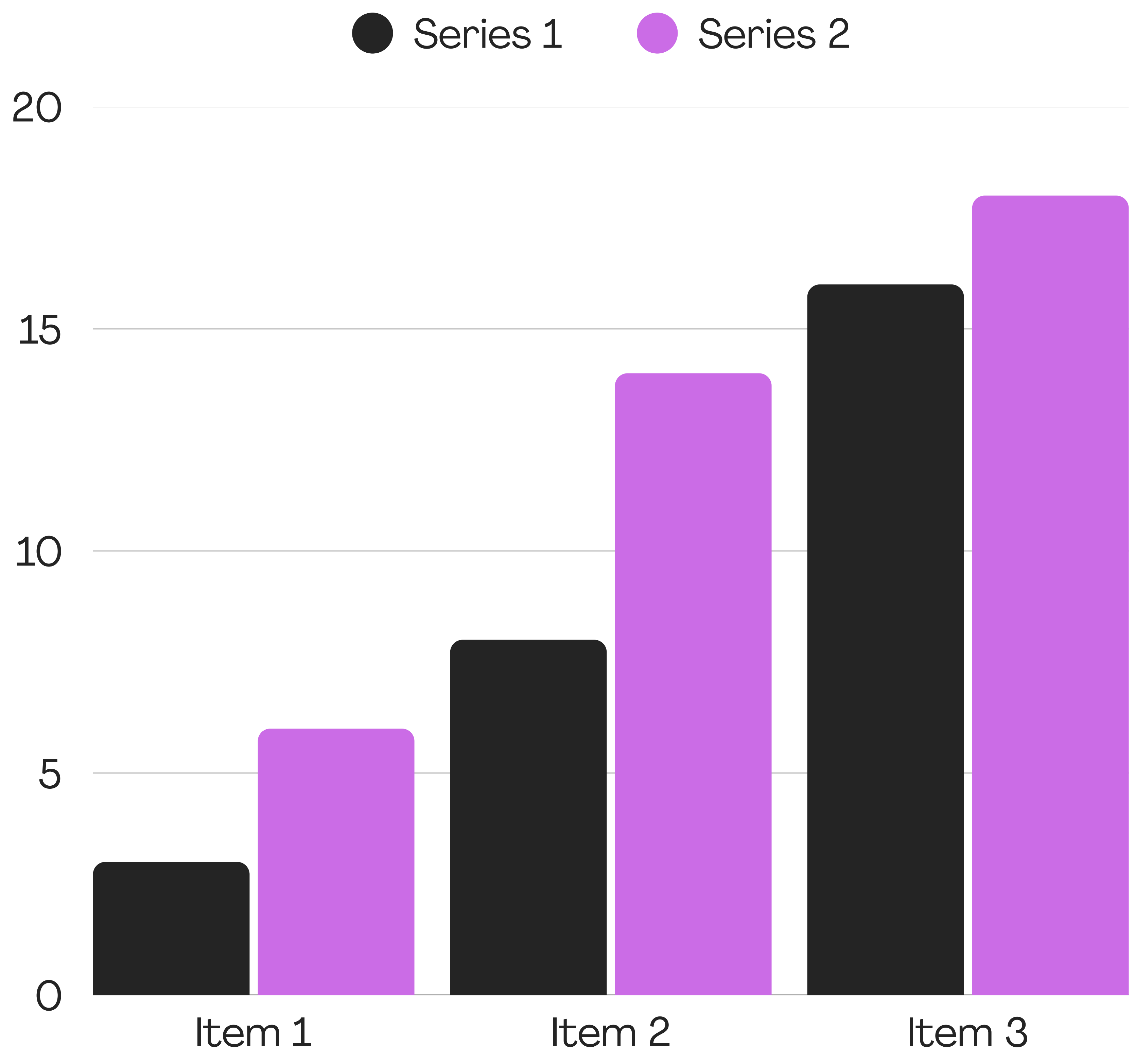
02 STRATEGY TWO

This will be the digital side of the acquisition strategy,

- Social media.
- Influencer partnerships.
- Referral programmes.
- Community ambassadors.
- Digital advertising.

10

FINANCIAL OUTLOOK



FINANCIAL OUTLOOK

3 year forcast assumptions

METRIC	ASSUMPTION
AVERAGE MONTHLY AIRTIME & DATA REVENUE	R65
AVERGAE MONTHLY VOICE REVENUE	R15
AVERAGE MONTHLY REMITTANCE REVENUE SHARE	R20
AVERAGE MONTHLY OTHER REVENUE	R10
TOTAL MONTHLY ARPU	R110
MONTHLY CHURN RATE	4%
ANNUAL CUSTOMER RETENTION RATE	~80%

Breakeven subscriber base 20,000 - 30,000 users

FINANCIAL OUTLOOK

2. Subscriber Growth Forecast

Year	Q1	Q2	Q3	Q4	Year-End Subscribers
Year 1	500	2,000	5,000	10,000	**10,000**
Year 2	13,000	17,000	22,000	30,000	**30,000**
Year 3	36,000	43,000	52,000	65,000	**65,000**

Year	Opening Subscribers	Closing Subscribers	Net Additions
Year 1	0	10,000	10,000
Year 2	10,000	30,000	20,000
Year 3	30,000	65,000	35,000

FINANCIAL OUTLOOK

Revenue Forecast

Monthly Revenue

Year	Average Subscribers	ARPU	Monthly Revenue
Year 1	5,000	R110	R550,000
Year 2	20,000	R110	R2,200,000
Year 3	47,500	R110	R5,225,000

Annual Revenue

Year	Average Subscribers	ARPU	Annual Revenue
Year 1	5,000	R110	**R6,600,000**
Year 2	20,000	R110	**R26,400,000**
Year 3	47,500	R110	**R62,700,000**

FINANCIAL OUTLOOK

EBITDA Forecast

Year	Revenue	EBITDA Margin	EBITDA
Year 1	R6.6m	-20%	-R1.32m
Year 2	R26.4m	5%	R1.32m
Year 3	R62.7m	15%	R9.41m

Investor Snapshot

Metric	Year 1	Year 2	Year 3
Subscribers	10,000	30,000	65,000
Revenue	R6.6m	R26.4m	R62.7m
EBITDA	-R1.32m	R1.32m	R9.41m
EBITDA Margin	-20%	5%	15%
Retention Rate	80%	80%	80%
Churn Rate	4% Monthly	4% Monthly	4% Monthly

12

MILESTONE AND ROADMAP

OUR CURRENT GOALS ARE TO POSITION OURSELVES FOR MARKET TESTING FROM A SYSTEMS PERSPECTIVE AS WELL AS TO ENGAGE AND INTERACT WITH CUSTOMERS AND POTENTIAL CUSTOMERS.

THANK You!

www.Ezimobile.Africa

Easy as 1,2,3