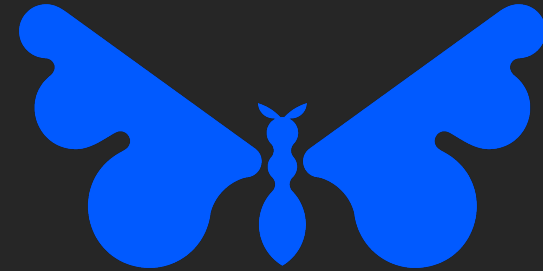


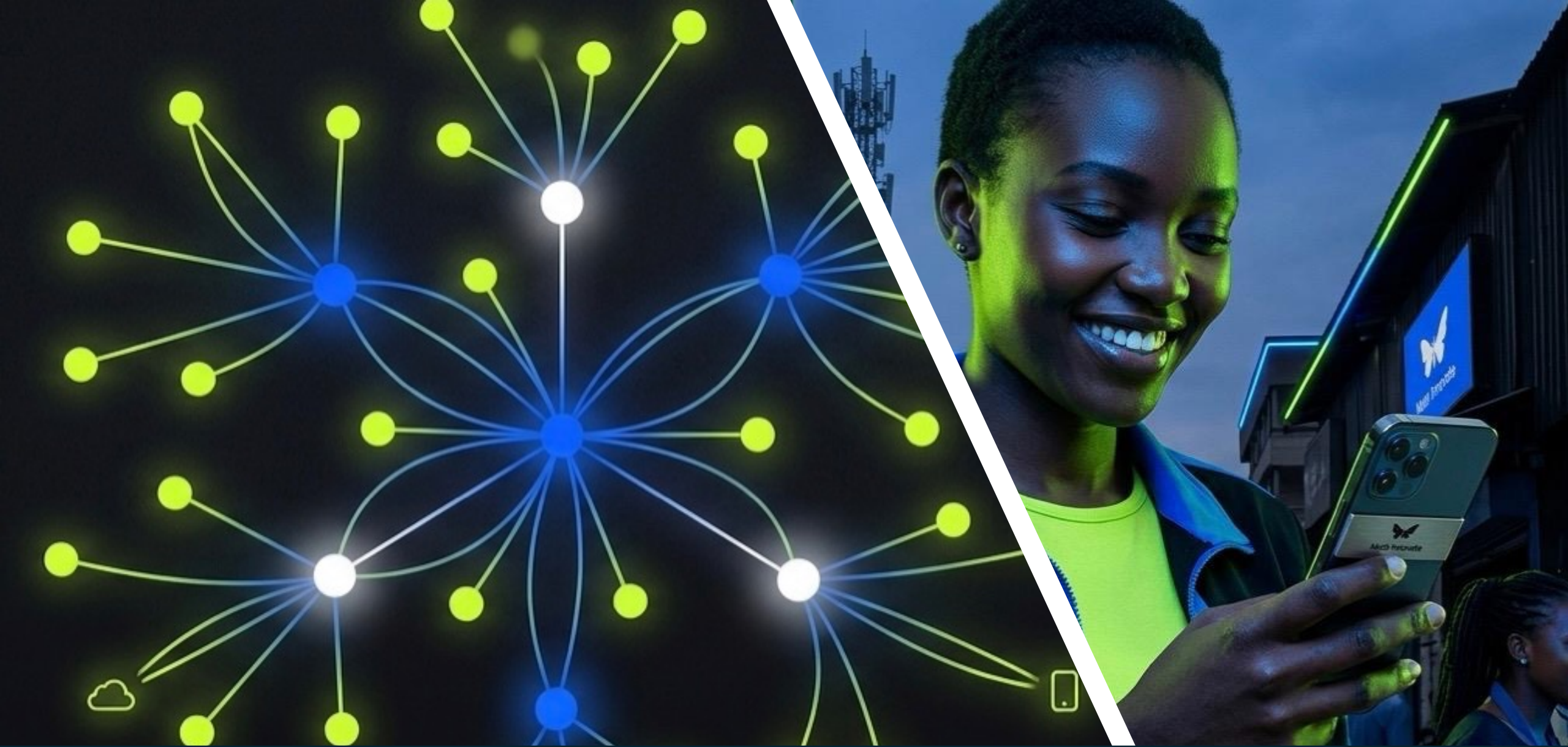
The MVNO Blueprint | Beyond the Standalone SIM



MVNO Nation Americas 2026
Wesley Hellyar
28 April 2026

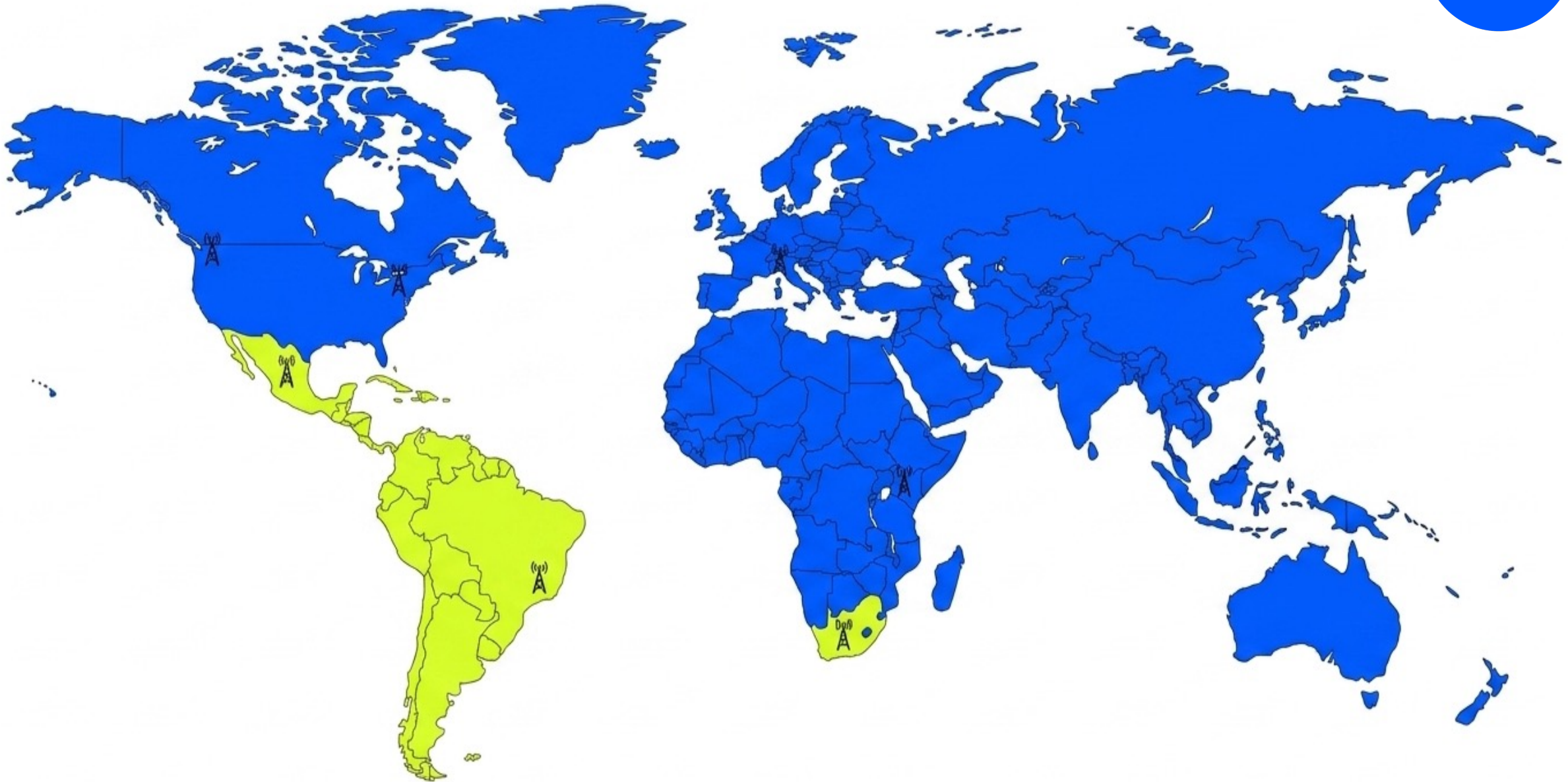


Moth
Innovate



Product to Ecosystem

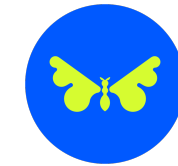
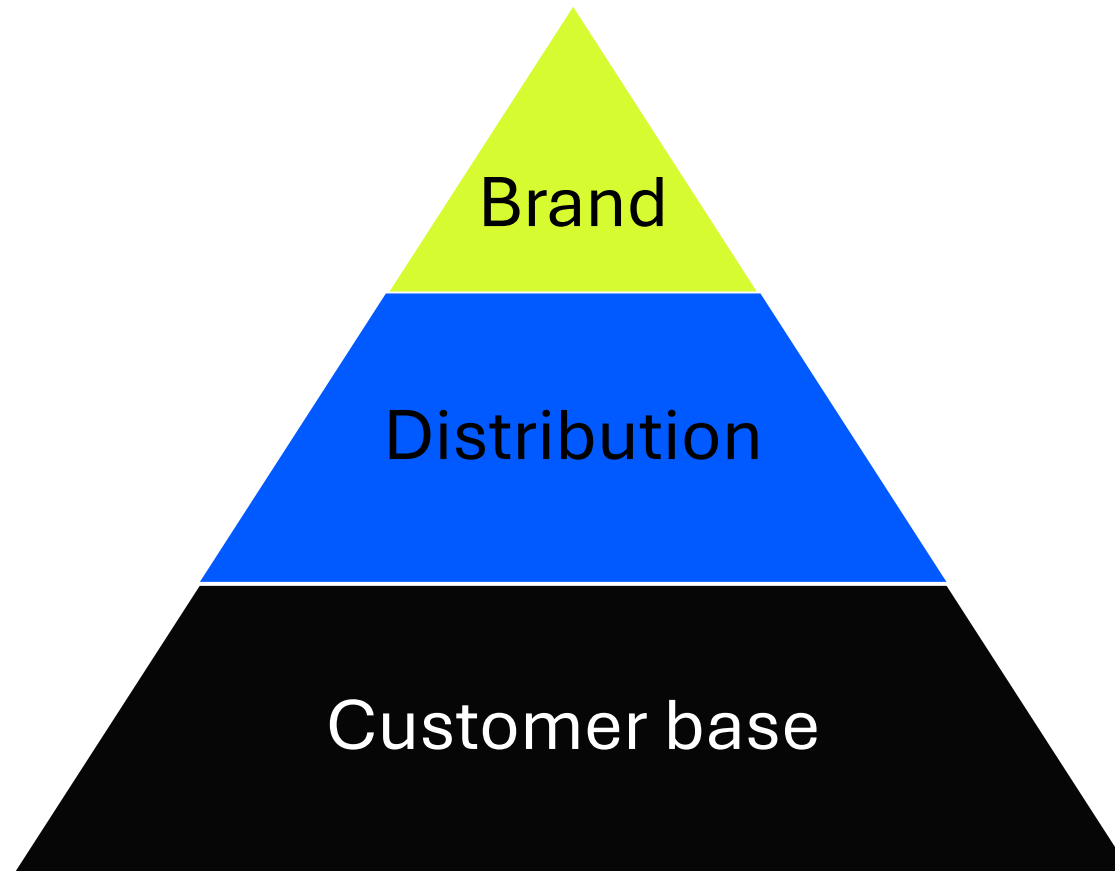
The South African landscape | **Winning models**



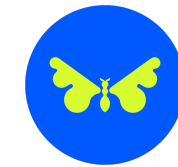


The Retail Gap vs. The Financial Powerhouse

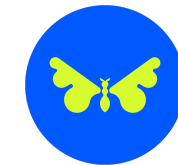
The Success Triangle | Focus on the soft war



CX



Pricing



Rewards



Use airtime/data
as a **loyalty lever**
to drive financial
discipline



The behavioural nudge



Customers might forget to pay their insurance premium, but they will never forget that they lose their 1GB of free data if they do.

~ Wesley Hellyar

SOCIAL IMPACT AS A BUSINESS ENGINE

BANK

PRE-PAID
BUNDLE

PRE-PAID
BUNDLE
KIOSK

4100%
more

Poverty
Tax

FAIRNESS
Transparency is Key

RADICAL TRUST
Fairness is the Tool

CONVERSION
In Emerging Markets

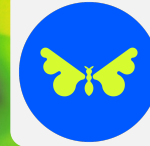
1GB
data bundle

RAS/GB

FLAT-RATE
UNIT PRICING

Operational Excellence | The Engine room of the future

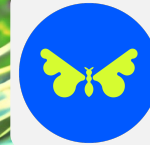
The SIM card is no longer just a connectivity tool - it has become the ultimate 'carrot' for incentivising financial discipline and anchoring brand loyalty.



Smart CVM



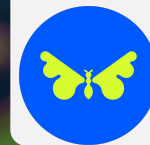
Non expiring data



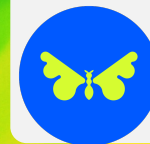
Seamless onboarding



Asset light velocity



Data driven credit scoring



Device integration

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Thank You