



Cashless Payments

Imperial Wanderers Stadium



PINK DAY GOES CASHLESS!



The Problem

Nobody wants to miss the game – especially not when they're already short. With thousands of fans flocking to get food and drinks in the same place and at the same time, **queues can get long.**

The Solution

A combination of Howler's open-loop and closed-loop payment systems means fans spend less time in queues and more time spectating. **Transact with a tap and get a beer in a flash** – it's that simple. Plus, with a variety of payment options, fans get complete, **fuss-free payment freedom.**

Customers need to topup their cards before the event or at one of the nearby topup stations onsite. Don't worry, it's still quicker than waiting in line.



ABOUT CASHLESS



HOW DOES IT WORK? Tap and go - it's that simple.

- Attendees receive a unique Howler card on arrival; this is their virtual bank to spend inside the event.
- After each tap, they'll be shown their remaining credit on one of our nifty Howler devices.

HOW DO THEY TOPUP? Easy!

- Attendees purchase their cashless credits online before the event via our website (or yours) and, if they forget, attendees can also head to any of the nearby topup stations.

WHAT ABOUT LEFTOVER MONEY? What's theirs is theirs.

- Attendees select autocashout to have their unspent credits auto-magically returned to their bank account after the event, when cashouts open the following wednesday.
- Or, they can visit howler.co.za and cashout their remaining funds. They'll go straight to their bank account within 3 working days.

HOW DO CASHLESS TOPUPS WORK?



Online, on-site – whatever! Topping up is easy. Customers simply use cash or card to load their Howler card with credit. Plus, with multiple on-site topup stations, customers can reload as many times as they like.

Online Topups



Card Payments



SnapScan



Zapper



EFT



In-store (Cash)



Onsite Topups



Card Payments



SnapScan



Zapper



Cash



Fun Fact

Tapping a Howler card completes a transaction in less than 3 seconds. **When you shorten queues, you streamline payments.**

WHAT PAYMENTS ARE ACCEPTED WHERE?



Bars (Alcohol)



Howler Cashless



Card Payments



SnapScan



Zapper



Cash



No more calculators or confusing handwritten lists. **Simply tap to pay with Howler Cashless.**

Food Vendors



Howler Cashless



Card Payments



SnapScan



Zapper



Cash



SnapScan, Zapper, card – whatever! Customers can **pay using any payment option they like – except cash.**

Mobile Vendors



Howler Cashless



Card Payments



SnapScan



Zapper



Cash



Less cash means less theft and fraud. Keep your customers safe with a better, **more secure cash-free experience.**

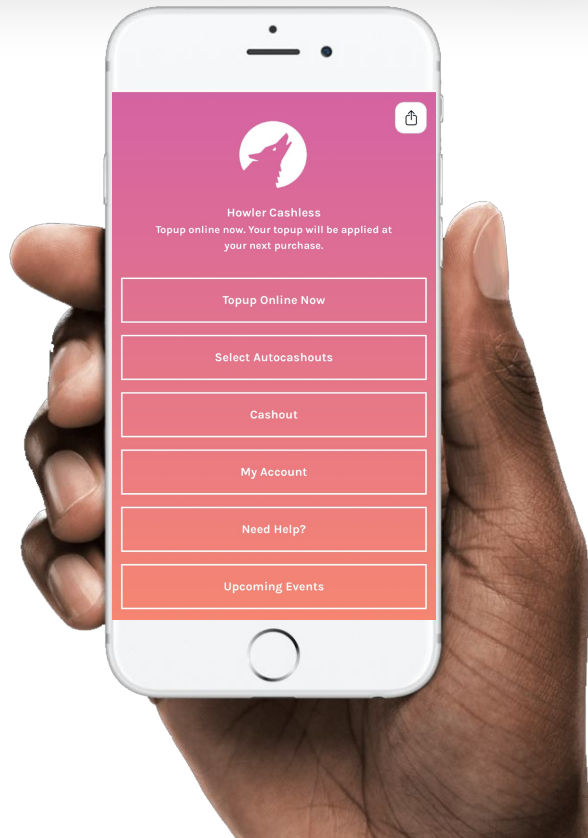
EASY ACCESS TO TOPUPS & INFORMATION



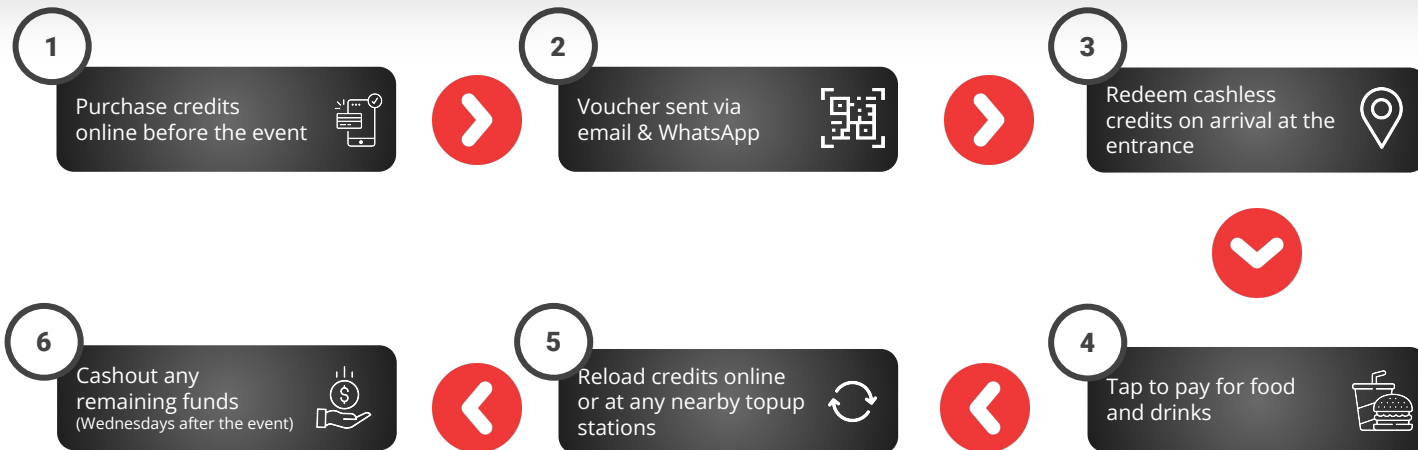
Strategically placed QR codes allow customers to access Howler's mobile portal with a simple scan.

Portal enables customers to:

- ✓ Buy cashless vouchers online
- ✓ Reload their cashless card
- ✓ Select autocashout
- ✓ Manage their account
- ✓ Get help



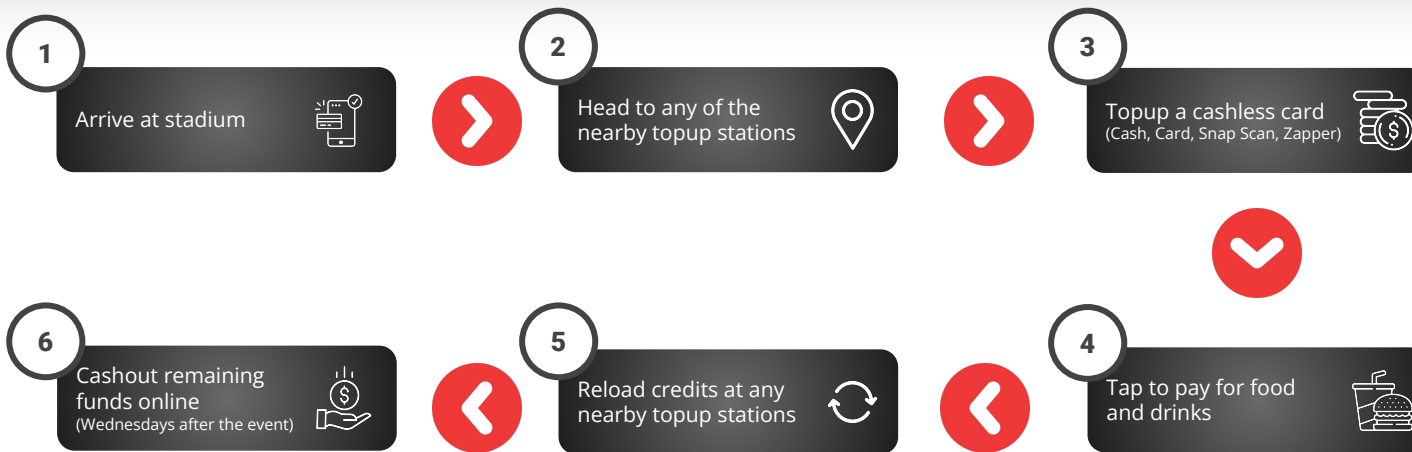
IDEAL CUSTOMER JOURNEY (TOPUP ONLINE)



People don't like standing in queues. Don't make them. Topping up online makes for a seamless, fuss-free customer experience. Attendees simply purchase their credits online, redeem them on arrival via scanning and tap to pay inside the stadium. Customers who **don't** want to purchase credits online can easily receive and topup their Howler cards onsite at any of the nearby topup stations.

**Bars accept ONLY Howler cards. All other purchase points accept SnapScan, Zapper and card – NOT cash.
Cash can be loaded onto a Howler card at any of the nearby topup stations.*

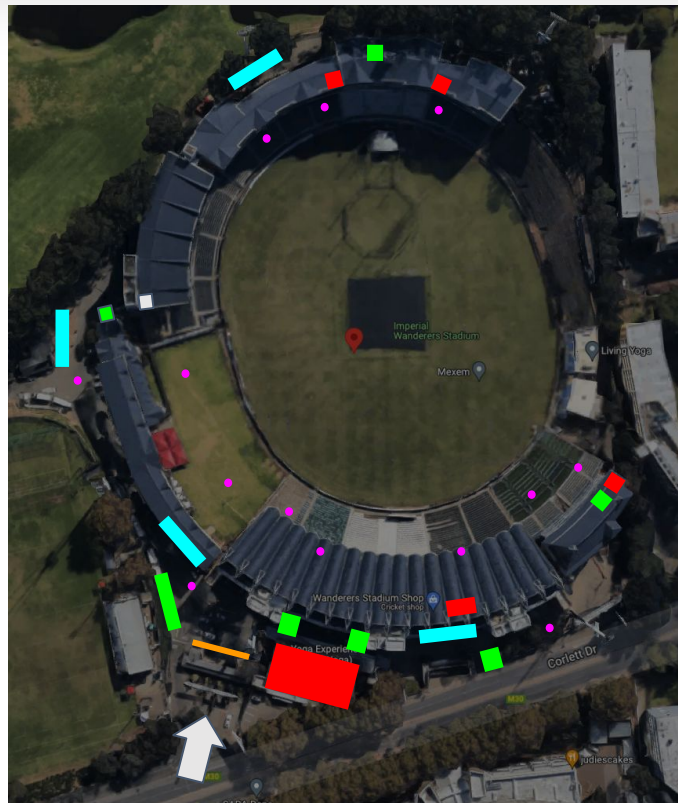
GENERAL CUSTOMER JOURNEY (ONSITE TOPUP)



Online topups are ideal. But customers who **don't** want to purchase credits online can easily receive and topup their Howler cards on arrival at any of the nearby topup stations onsite. It's easy. Plus, with Howler personnel on the ground, your customers will be 100% supported.

**Bars accept ONLY Howler cards. All other purchase points accept SnapScan, Zapper and card – NOT cash.
Cash can be loaded onto a Howler card at any of the nearby topup stations.*

SITE MAP



Bars (Alcohol)



Food Vendors



Mobile Vendors



Topup Stations



Online Topup redemption



CASHLESS FAQ's



WHY CASHLESS? Traditional money is so 1995. Howler Cashless is the modern, high-tech answer to easy transacting. It eliminates queueing at bars, carrying your wallet around and battling connectivity issues or change. Plus, it's safer - there's way less touching.

HOW DOES IT WORK? Tap and go - it's that simple. You'll receive a unique Howler card at your nearest topup station; this is your virtual bank. You'll need this card to make all purchases from the bar, however vendors will be accepting Card, Snapscan, Zapper as well as Howler cards. After each tap, you'll be shown your remaining credit.

HOW DO I TOPUP? Easy! Online! Buy a topup voucher and redeem it easily onsite at the entrance, leaving more time for fun. And, if you need more moola in the moment, topup with cash, card, Snapscan or Zapper at any of Howler's topup stations or by visiting <http://www.howler.events/tickets> on your phone.

WHAT IF I DIDN'T BUY A VOUCHER? Not a problem, you can purchase a card and topup on site at any of our conveniently placed topup stations using cash, card, snapscan or zapper.

WHAT ABOUT LEFTOVER MONEY? What's yours is yours. Select auto-cashout when purchasing your voucher to have your unspent credits automatically returned to your bank account when cashouts open. Or, after the event, you can visit howler.co.za and cashout your remaining funds. They'll go straight to your bank account in 3 working days.

For more resources on cashless visit: <https://help.howler.co.za/en/category/ejoy31lj1n-howler-cashless>

Our customer support team is available during the week and on weekends at support@howler.co.za as well as on site at the event.

COMMUNICATING WITH CUSTOMERS



Communicating Cashless to customers is important. It drives online topups and ensures a smoother customer experience. Clear and consistent communication is key to a successful event with Howler. Don't worry – we've got resources for you!

1. **SOCIAL MEDIA POST.** A post should be made on social media to introduce customers to Howler. The description should include educational information around how cashless works which we will send to you.
2. **EMAIL.** [This email](#) should be sent to customers before the event to drive them to purchase topup vouchers and to educate them on the customer journey. This should be sent after all tickets are purchased. Customers are also more likely to take action closer to the event. This email can be sent multiple times.
3. **SMS.** An SMS should go out to customers the evening before the event starts to encourage customers to purchase topup vouchers. SMS copy: **"PINK DAY IS CASHLESS - LAST CHANCE - Get your cashless voucher now to avoid the Qs! Topup before the event at *Link*"**
4. After the event (when cashouts open on the Wednesday) [an email](#) should go out to customers to inform them that cashouts are open and drive them to claim their remaining funds. [Another email](#) should be sent a week before cashouts close to remind customers and encourage cashouts on time. Don't worry – customers can still get their money even after cashouts close.

Cashout comms will drive customers to https://www.howler.co.za/cashless_tags to drive cashouts.



THANK YOU

