



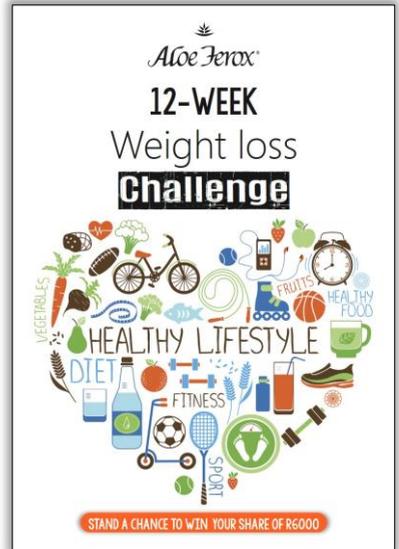
The Aloe Ferox healthy lifestyle weight loss challenge ran from 1 January 2020 for 12 weeks.

There were many entries and lots of weight lost over the course of the challenge. We posted many helpful hints, food and drink recipes and information on the Aloe Ferox supplements that aid healthy weight loss.

The challenge came to an end on 31 March 2020. The “biggest losers” in each category won R2 000.

- Congrats to:
1. Loren Gray,
  2. Madelene van der Berg and
  3. Linda and Wayne van Zyl.

See the accompanying documents for more detail as well as their photo testimonies. A new weight loss challenge will commence on 1 February 2021.



The initial 21-day lockdown period has turned into what feels like hundreds of days and the end is nowhere in sight yet – but we, the human race, will rise again and thrive once more! The prolonged worldwide economical strain has taken an unfortunate and severe toll on local and international trade, driving the cost of imported ingredients sky-high. An unavoidable price increase will therefore come into effect on 1 September 2020.

- The Timeless range will once again remain unchanged – no increase!
- The Classic range will be increased by an average of 6%.
- Health supplements will be increased by varying margins. Volatile international markets may unavoidably affect pricing repeatedly.

PRICE INCREASE 2020

### NEW PRICE STRUCTURES

Retail value of an order	Distributor benefit	Courier fee
1. R1 → R799.99	15%	R110
2. R 800 → R1 299.99	26%	R110
3. R1 300 → R14 999.99	37%	R0
4. R15 000 →	40%	R0

See the accompanying order form for more information and updated pricing.



# BOOST



your sales  
by distributing professionally  
designed marketing material to your customers!

**We** launched a marketing initiative through which we make high quality marketing material available to distributors on various platforms: printed media, WhatsApp, Facebook, etc. This initiative includes the monthly specials, highlights and benefits of specific products, testimonies and personalised adds of your choice.

## **How** does the **WhatsApp** initiative work?

We created a WhatsApp broadcast group. The various members of a broadcast group are unaware of each other and can therefore not message each other on the group – messages from Aloe Ferox will appear as if it is sent to you only. We will post generic adds and marketing material on the group and tailored adds to you personally. We will also post important information from time to time.

## **How** do I get involved on **WhatsApp**?

1. Send an email to [whatsapp@af.co.za](mailto:whatsapp@af.co.za) with the following information:
  - Name and surname.
  - Distributor code.
  - The cell phone number linked to your WhatsApp account.
2. You will receive a welcome message once your number is successfully added.

## **How** do I request personalised **WhatsApp**, **Facebook** or printed marketing material?

1. Send an email to [design.it@af.co.za](mailto:design.it@af.co.za).
2. Include the products and any additional information that you want displayed on the add, such as your contact detail and ordering information.
3. Specify clearly whether you want the material printed or styled for WhatsApp, Facebook or other platforms.
4. We will then design and post your add on the platform of your choice within a couple of days.
5. Printed material will be charged at R1 per full colour, 1-sided A4 page.

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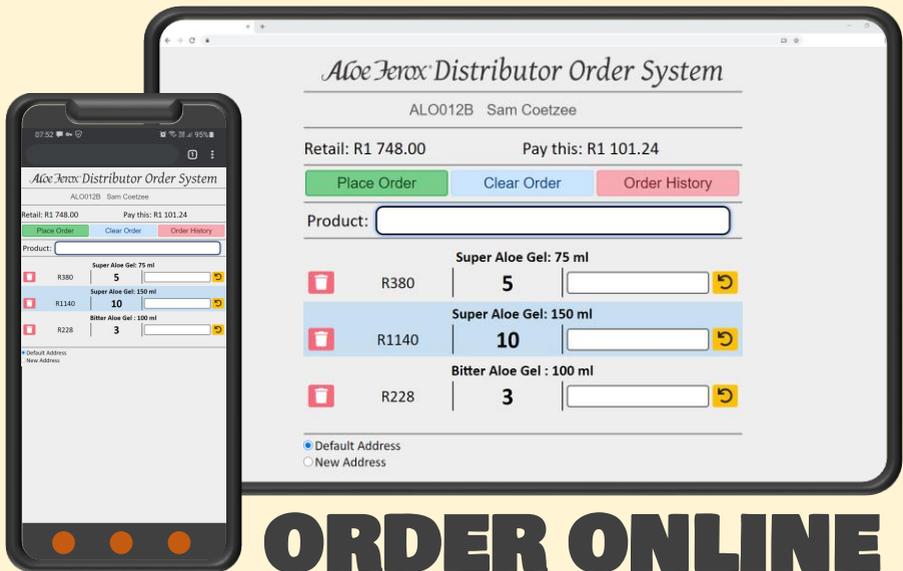
## Important (Boost your sales continued)

1. Aloe Ferox will not read or respond to any messages sent to us on the WhatsApp broadcast list/group.
2. New material will only be posted during office hours on weekdays.
3. We will not design any personalised marketing material
  - that may adversely affect fellow Aloe Ferox distributors or
  - that contain any medical or unsupported claims.

**See the accompanying documents for more information and samples.**



Covid-19 infiltrated every aspect of our lives – delivery services are no exception. The stress on courier services is enormous due to the limitless exposure potential they are facing. Both Aramex and Triangle couriers are in 100% compliance with regulation, however, the additional precautions are straining delivery times. We are very aware that some deliveries are taking much longer than usual, especially in outlying areas. Please be patient while waiting for your orders and remember that the additional safety measures are for your benefit too.



# ORDER ONLINE

We created a new and exciting way to take and place your orders. We've developed an app that runs on smartphones as well as tablets and PCs. It is extremely user friendly, even if you were born in the late 14<sup>th</sup> century. 😊

The app will trial for one month before we make it available to all distributors. Please send your name, surname, distributor code and contact number to [app@af.co.za](mailto:app@af.co.za) to be considered for the trial period. Preference will be given to distributors that are very active and place multiple orders per month.



# Payments



There are several ways to make payments. We would like to introduce a new, safe and easy method, but first a quick outline of the various methods:

1. The best way to make payments is EFT – Electronic Funds Transfer. To do an EFT, the payer has to sign into his/her bank via a computer or an app on a smartphone. Payments can then be made to any person or business.
  - ✓ Lowest service fees for payer and payee.
  - ✓ Safe, easy, convenient and fast.
  - ✗ Requires a computer or smartphone with internet access or data.

*We kindly request that distributors make EFT payments to Aloe Ferox, where possible.*

2. A fairly new way to pay is “scan to pay”. It may sound intimidating to those that don’t excel at technology, but we want to help you use scan to pay if you are unable to EFT. Contact us or send an email to [scantopay@af.co.za](mailto:scantopay@af.co.za) for personal assistance.
  - ✓ Low service fees payable by the payee.
  - ✓ Safe, easy, convenient and fast.
  - ✗ Requires a smartphone with internet access or data.



How does it work?

- A financial institution issues a unique QR code (top right) to i.e. Aloe Ferox.
- We display this code in our shop, at festivals/markets, on invoices, online, etc.
- The payer scans the code with an app on a smartphone and specify the amount.
- The app completes the transaction and transfers the funds to Aloe Ferox.

*Scan the QR code (top right) now to make your next payment to Aloe Ferox.*

3. Third on the list is card payments. Card payments can be made at 1. a card machine – usually at a retail shop (fairly safe) or 2. online by typing in your card number, expiry date and CVC (potentially unsafe) or 3. by providing only your card number and expiry date to Aloe Ferox (very safe).
  - ✓ 2%-8% service fee payable by the payee.
  - ✓ Easy, convenient and fast, but with possible security risks.
  - ✗ Requires equipment with internet access or data.

4. And then there is cash that can be deposited at an ATM or inside a bank at a teller.

*Remember that all cash deposits will be subject to a R65 levy from 1 August 2020.*