



FOR IMMEDIATE RELEASE

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**WOW Mobile: A Game-Changer for Affordable Connectivity and Empowerment brought to South Africa by the Minibus Taxi Industry in the Eastern Cape**

Gqeberha, South Africa – November 15, 2024 – FORUS Digital and the Eastern Cape Tertiary Transport Cooperative (ECTTC) proudly announce the launch of WOW Mobile, South Africa's newest Mobile Virtual Network Operator (MVNO) as a part of their WOW Platform.

This follows hot on the heels of ECTTC, FORUS Digital and Ecentric Payment Systems being awarded the Africa Tech Fest Award of "Fintech Innovation of the Year Award 2024 " for the WOW Platform at the Africa Tech Festival Awards dinner on 13th November 2024 in Cape Town. This award recognizes the transformative solution for digital inclusion, supporting both urban and rural communities in accessing high-quality, low-cost digital services.

This latest addition to the WOW Platform joins a growing "ecosystem of applications" which include: a cooperative management system, a secure digital cash payments solution, advanced passenger and vehicle security technologies, scholar transport management and reporting, as well as transport operation management systems.

The industry will, inter alia, roll out hyperlocal ecommerce and last mile delivery solutions within the township economy and enable the support and development of local small businesses.

WOW Mobile is designed to offer affordable and inclusive connectivity, with low-cost calls and data packages that will empower the taxi industry with its own dedicated network. This system not only supports connectivity but also introduces a cashless payment system that provides financial certainty and visibility for all role-players, including drivers, operators, and commuters.

With WOW Scholar Transport, the WOW Platform is making significant strides toward secure and reliable transport for schoolchildren. The program includes NFC-enabled wristbands and cards that allow learners to tap on and off, providing parents with real-time notifications about their child's journey. This system also ensures that drivers, transport operators, and administrators have access to essential data on learner attendance, routes, and safety management.

Over ZAR20 Million has been invested in the development of the WOW Platform to date; ECTTC are working in conjunction with several leading funding institutions to establish a Transport Fund to finance the rollout ZAR 2 billion rands worth of in vehicle technology.

ECTTC members and workers across the industry in the Eastern Cape will begin onboarding December 2024, marking a critical milestone in digital transformation for South Africa's transport industry.





**Key Highlights of WOW Platform and WOW Mobile Include:**

- Affordable Connectivity: Lower-cost calls and data than any other provider, ensuring accessibility across income levels.
- Taxi Industry Network: A dedicated network for the taxi industry, offering a platform for community engagement and resource sharing.
- Seamless Number Porting: Users can retain their current numbers, making the switch to WOW Mobile easy and convenient.
- Loyalty Program for Free Data: Users earn data by watching ads, reducing connectivity costs and making digital access more inclusive.
- Economic Empowerment Tools: Access to skills training, job listings, and business opportunities through the app.
- Financial Inclusion: Digital wallets for participants, allowing for secure financial management and fostering inclusion.
- WOW Scholar Transport System: An innovative learner transport system with NFC wristbands, GPS tracking, and parental notifications, enhancing safety and reliability for schoolchildren.

Live Soon and Ready for Onboarding:

The ZAR 20 million invested in the platform to date has brought the project to its current point, with expectations to drive further digital innovation and economic growth across the nation.

In Q1 2025, the following key components will be rolled out, further enhancing the WOW Mobile experience and supporting the industry's drive for modernization and efficiency:

- WOW Pay: A seamless payment solution to facilitate cashless transactions.
- WOW Track: Advanced tracking capabilities for vehicles and operators.
- WOW Fuel: Fuel Rebate Solutions to the operators of the industry.
- WOW Mobile: Expanding affordable connectivity across the platform.
- WOW Scholar Transport: A system for safe and reliable school transport with real-time tracking, automated billing and parental notifications.





**About FORUS Digital:**

FORUS Digital is a pioneering cooperative platform dedicated to financial inclusion and digital transformation across Africa. By leveraging blockchain, digital payments, and smart contract technology, FORUS Digital empowers underserved communities and industries to achieve economic resilience and growth.

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**About The Eastern Cape Tertiary Transport Cooperative (ECTTC):**

The Eastern Cape Transport Tertiary Cooperative (ECTTC), established in 2014, supports industry formalization with payroll, medical aid, and training programs for thousands of drivers, enhancing their access to the formal economy and improving service levels across the region.

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