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Innovative solutions in financial technology set to disrupt South Africa's construction sector *PPC SUREWARDS make home development in South Africa a cash rewarding experience*

JOHANNESBURG, 18 MAY 2020 – In a bid to meet the changing socio-economic landscape, PPC has partnered with SnapnSave to provide cash back through an innovative digital solution that leverages financial technology. PPC in partnership with SnapnSave has developed a convenient and secure way to provide cash back to consumers with any purchase of PPC cement across the country.

Njombo Lekula, Managing Director at PPC RSA explains, “PPC SUREWARDS represents a breakthrough in mindset and technology! A first in the construction industry, we have a unique opportunity to leverage existing consumer experience and knowledge around reward programmes to fulfil the nation’s homeownership and building dreams.”

In recognition of the tough economic times that have hindered building ambitions, the business has decided to give South Africans sustainable value that encourages them to fulfil their dreams. With continued usage of loyalty programs in 2018/19 indicating that 75% of South Africans who are economically active, the Truth & BrandMapp Loyalty Whitepaper has given PPC confidence in the country’s ability to apply this knowledge to the construction sector, allowing the business to bring its PPC SUREWARDS into the market.

“The offering, which is initiated from the existing SnapnSave infrastructure, shapes the future of consumer delivery and benefits within South Africa’s built environment” continues Lekula. “We have evolved our consumer engagement efforts to provide information, tools, and solutions that make the purchase of a single bag of PPC Cement more rewarding-giving us the opportunity to empower communities to experience a better quality of life while adding sustainable value”.

To capture all this potential, PPC has gathered the support of hardware retail partners and, sales teams to ensure the PPC SUREWARDS go where they are needed most, into the pockets of ordinary South Africans. This committed and concerted effort has seen the business relook how it adopts technology, runs its operations and implements its route to market strategy.

“As South Africa’s fastest-growing shopping community, we are humbled to have the opportunity to have PPC use our platform to allow South Africans to build their dreams. With businesses using a diversified range of Point of Sale (POS) devices or e-store solutions, PPC SURERWARDS on SnapnSave earns real cash back when South Africans purchase PPC Cement,” says Mark Bradshaw, CEO at SnapnSave.

The partnership will serve as a substantial substance for innovation and consumer education, using technology as an enabler to enhance consumer experience. To start earning your money back today with PPC SURERWARDS, it is as simple as, purchase any bag of PPC cement, sign up at www.ppc.africa, upload a snap of your till slip and instantly receive cash back for every bag you buy. You will also have your very own wallet for all accumulated funds that you can transfer to your bank account at any time. That means that you can spend the cash on whatever it is that you want.

“Creating a sustainable relationship that rewards our consumers is a core part of our business. Our customers have been our partners for our 128 years, and we are humbled to have a unique opportunity to reward them, through PPC SURERWARDS, for choosing quality,” concludes Lekula.

Start earning your cash back with SURERWARDS in four easy steps:

- Buy PPC Cement in store
- Sign Up (www.ppc.africa)
- Snap receipt

Snap Tips: *If you have a long till slip, take multiple photos. Make sure the shop name, date, invoice & VAT numbers are clearly visible in your snaps.*

- Get cash back

ENDS

About PPC Ltd

PPC is an iconic material and solutions provider of quality and consistent cement, aggregates, metallurgical-grade lime, burnt dolomite, limestone, ready-mix and fly ash. We also provide technical support to our customers. PPC's story stretches back over 127 years to where we were first incorporated on the outskirts of Pretoria in 1892. As the first cement plant in South Africa, we have established ourselves as a resilient organisation by adapting to ever-changing economic, operating and political environments. This Sub-Saharan brand continues to grow beyond South African borders into Botswana, Zimbabwe, Democratic Republic of Congo and Rwanda where our footprint extends. We are proud to be a leading provider of quality building materials and solutions to empower people to experience a better quality of life.

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