

CASH CONVERTERS SOUTHERN AFRICA

**Language Policy
May 2016**



1. Introduction

The Cash Converters Group operates in South Africa as a franchise operation under a licence from Cash Converters International, a company based in Australia. The licence is held by Cash Converters SA (Pty) Ltd who has entered into various franchise agreements with independently owned and managed business entities in South Africa.

In terms of S63 (1) of the National Credit Act, no. 34 of 2005 (“the Act”) a consumer has a right to receive any document that is required in terms of the Act in an official language that the consumer reads or understands, to the extent that is reasonable having regard to usage, practicality, expense, regional circumstances and the balance of the needs and preferences of the population ordinarily served by the person required to deliver that document.

Cash Converters submitted a revised language proposal to the National Credit Regulator (“NCR”) on the 4th of March 2014 and received approval thereof on the 6th of March 2014.

2. The business of Cash Converters

Cash Converters primarily deals in the buying and selling of second-hand goods and provides pawn broking credit, branded as “Cash Advance”, and short term small credit branded as “PayDay Advance”. All Cash Converters stores need to be registered credit providers with the NCR.

3. Cash Converters Group Language Policy

The Language Policy of the group is embedded in the operational systems, applications and manuals to which all franchisees are required to adhere in terms of the franchise agreement. From commencement of trading all stores adopt and act in accordance with the said policy. The purpose of the Group’s language policy is to provide guidelines in terms of language usage for document compliance, marketing practice and customer interaction.

a. Documentation

i. Pre-agreement statements and quotation (Form20) 1. “Cash Advance” product

The following languages are available for customers:

- i. English
- ii. Afrikaans
- iii. Setswana
- iv. Xhosa
- v. Zulu

2. “PayDay Advance” product

The following language options are available:

- i. English
- ii. Afrikaans
- iii. Setswana
- iv. Xhosa
- v. Zulu

ii. Credit Agreement (Form20.2)

1. “Cash Advance” product

The following language options are available:

- i. English
- ii. Afrikaans
- iii. Setswana
- iv. Xhosa
- v. Zulu

2. “PayDay Advance” product

The following language options are available:

- i. English
- ii. Afrikaans
- iii. Setswana
- iv. Xhosa
- v. Zulu

iii. Enforcement Notice (S129)

1. "Cash Advance" product

Not applicable to Pawn Transactions

2. "PayDay Advance" product

Enforcement Notices are printed in English

In the event that a language other than English was contracted in, the enforcement notice will be sent in English and will include an additional version of the letter in the elected language attached to the English letter.

b. Marketing and advertising material

- i. Print material is primarily presented in English and Afrikaans as these are the primary languages that the chosen print medium appears in.
- ii. When other vernacular publications are used the appropriate language policy of that medium is adhered to.
- iii. Television advertising is done in English.
- iv. Radio advertising is primarily done in English and other languages depending on the regional station chosen.
- v. Store based marketing material reflects the language demographics of the particular region.

c. Internet

- i. Cash Converters website is available in English only.
- ii. The website can be found at www.cashconverters.co.za

d. Store staff

- i. The store staff are employed by the independently owned and operated franchisees.
- ii. The standard language of service is in English and where possible Afrikaans.
- iii. Recruitment policies suggest that store staff are recruited from the store trading area and are required to communicate and service customers in the regional vernacular. This will ensure that customers are dealt with in a language that they understand.
- iv. Store staff are required to ensure that customers understand their rights and obligations as it relates to credit agreements.

e. Call Centres

- i. The call centres are currently able to converse with customers in the following languages:
 1. English
 2. Afrikaans
 3. Zulu
 4. Setswana
 5. Sotho
 6. Venda
 7. Ndebele
 8. Xhosa

f. Availability of the Language Policy

- i. The Language Policy is available on the Groups' website at www.cashconverters.co.za
- ii. The Language Policy will be available at any Cash Converters store
- iii. Any consumer may make contact with the franchise support centre and will be supplied with the Language Policy. Contact can be made as follows:

- | | |
|----------------------|--|
| 1. Telephonically: | +27 (0)87 820 4060 |
| 2. Facsimile: | +27 (0)11 805 2170 |
| 3. Email: | language.policy@cashconverters.co.za |
| 4. Postal Address: | Cash Converters SA (Pty) Ltd
Private Bag X7
Halfway House
1685 |
| 5. Physical Address: | 191 Bekker Street
Halfway House
Midrand
1685
Gauteng |

g. Review of Language Policy

The Groups' Language Policy shall be reviewed annually and amended when deemed necessary.