# **EXECUTIVE SUMMARY**

The latest cash withdrawal statistics released by Spark ATM Systems, South Africa's premier independent ATM deployer, indicate that the national average cash withdrawal value during the month of June increased to R475.98 - its highest value for 2013.

The Spark Cash Index (SCI)\*, which measures the average value of cash withdrawals across more than 2 000 Spark ATM's throughout the country, revealed that this is the second highest average cash value since December 2012, which recorded R485.07.

According to Ryan Tzamtzis, Operations Manager of Spark ATM Systems, June's high value is in line with consumer spending for this time of the year. "The high cash withdraw value is as a result of the 16 June Youth Day public holiday long weekend, coupled with the start of the mid-year school holidays.

### **AVERAGE CASH WITHDRAWAL VALUE**

AVERAGE CASH WITHDRAWN
JUNE 2013

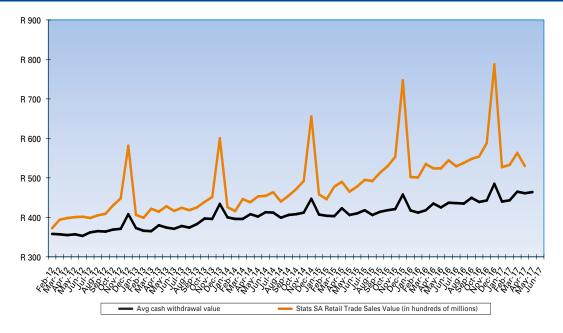
R475.98

MONTH-ON-MONTH CHANGE MAY 2013 VS JUNE 2013

2.47%

YEAR-ON-YEAR CHANGE JUNE 2012 VS JUNE 2013 8.74%

## AVERAGE CASH WITHDRAWAL VALUE VS STATS SA RETAIL TRADE SALES VALUE



"Consumers tend to spend more on entertainment and travelling on long weekends, public and school holidays." The month-to-month growth statistics for June was recorded at 2.47%.

However, Ronel Oberholzer, Principal Economist: Sub-Saharan Economics at IHS Global Insight notes that this does not indicate that consumers have more disposable income. "According to the latest BankservAfrica Disposable Salary Index (BDSI), household disposable income is still under pressure and real disposable salaries declined on a year-ago basis.

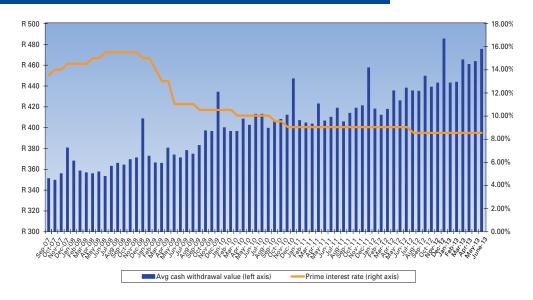
"The higher recorded averages for June are likely to reflect that consumers are being more conscious about how and where they spend their money, instead of spending on credit," says Oberholzer.

Tzamtzis points to the latest results from the National Credit Regulator (NCR), which indicated that unsecured credit is also starting to come down - recording a 11.2% decrease at the end of the first quarter of 2013. "Consumers are steadily becoming more aware that they can afford less. However, the SCI data reflects that each province recorded a month-to-month increase, illustrating that consumers opted to use more cash facilities instead of taking on more credit services."

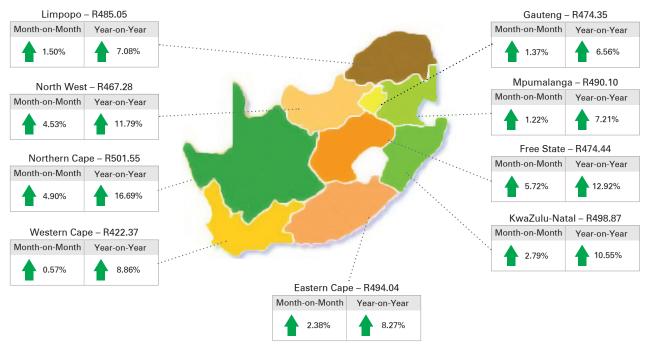
Oberholzer says that this method of spending helps consumers to save over the longer term. "Interestingly, savings are up, but we do see that the price increases of semi-durables, such as clothing, have been lower than that of food and other durables. More people are likely buying from cheaper retailers that usually require cash payments rather than spending money on credit."

Going forward, Tzamtzis and Oberholzer both expect the July fuel price increases to reflect growth in average cash withdrawal values at petrol locations. "However, this will reach a tipping point and cash withdrawals at these locations will normalise again when people start saving by scaling down on driving."

## **AVERAGE CASH WITHDRAWAL VS PRIME INTEREST RATE**



# **AVERAGE CASH WITHDRAWAL BY REGION**



<sup>\*</sup>Month-on-Month = May 2013 vs. June 2013. Year-on-Year = June 2012 vs. June 2013

The Northern Cape reported the biggest provincial average cash withdrawal value of R501.55 for June 2013, the second largest month-on-month growth of 4.90%, and the largest year-on-year growth of 16.69%. Average withdrawals in the Northern Cape are increasing and this amount is now higher than the peak in the December shopping period.

KwaZulu-Natal (R498.87) and the Eastern Cape (R494.04) recorded the second and third highest cash withdrawal values respectively.

The Free State province recorded the largest month-to-month withdrawal growth of 5.72% and the second largest year-on-year growth of 12.92%. "Average cash withdrawals in the Free State have been rising fairly consistently since the start of the year and are now above the highest previously recorded levels for this province, including the highs of the December shopping period," says Tzamtzis.

Unemployment in the Free State is also slightly down to 31.5%, from a high of 33.0% at the end of last year. "However, the high data for June is attributed to the increased withdrawals that would have been made as holiday makers stopped over in the province on their way from Gauteng to Cape Town and Durban," says Tzamtzis.

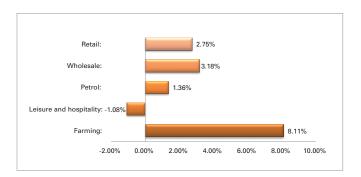
# **REGIONAL AVERAGE CASH WITHDRAWAL DATA TABLE**

Month	Eastern Cape	Free State	Gauteng	KwaZulu- Natal	Limpopo	Mpuma- langa	Northern Cape	North West	Western Cape	National
Jun-12	R 456.31	R 420.15	R 445.17	R 451.26	R 452.99	R 457.16	R 429.82	R 418.00	R 387.99	R 437.71
Jul-12	R 468.85	R 421.34	R 443.43	R 447.57	R 455.88	R 470.04	R 433.13	R 422.83	R 383.20	R 435.54
Aug-12	R 461.41	R 415.02	R 443.57	R 450.32	R 456.83	R 475.72	R 430.00	R 424.17	R 383.38	R 434.93
Sep-12	R 472.15	R 438.48	R 457.95	R 462.15	R 477.25	R 503.48	R 446.78	R 440.25	R 389.30	R 449.47
Oct-12	R 464.91	R 416.41	R 454.51	R 450.50	R 458.14	R 477.96	R 447.03	R 430.36	R 387.52	R 439.27
Nov-12	R 465.11	R 417.88	R 453.51	R 460.30	R 454.29	R 475.75	R 456.47	R 431.59	R 391.48	R 442.71
Dec-12	R 520.71	R 439.39	R 491.90	R 508.87	R 491.16	R 512.61	R 482.24	R 468.25	R 428.13	R 485.07
Jan-13	R 475.59	R 412.06	R 450.69	R 451.59	R 446.55	R 459.36	R 434.16	R 432.79	R 405.73	R 440.53
Feb-13	R 467.44	R 429.57	R 456.93	R 458.60	R 457.25	R 459.89	R 435.09	R 434.77	R 406.32	R 443.56
Mar-13	R 487.94	R 457.77	R 453.40	R 484.50	R 484.44	R 488.44	R 470.51	R 458.40	R 424.16	R 465.04
Apr-13	R 495.24	R 452.35	R 455.72	R 475.90	R 479.13	R 481.14	R 474.17	R 455.10	R 418.37	R 461.65
May-13	R 482.56	R 448.75	R 467.96	R 485.33	R 477.88	R 484.19	R 478.11	R 447.04	R 419.96	R 464.52
June-13	R 494.04	R 474.44	R 474.35	R 498.87	R 485.05	R 490.10	R 501.55	R 467.28	R 422.37	R 475.98

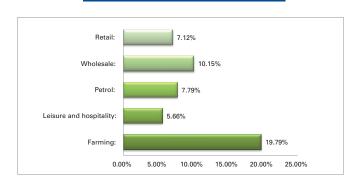
## **AVERAGE CASH WITHDRAWAL BY SITE CATEGORY**

Retail	Wholesale	Petrol	Leisure & hospitality	Farming
R 459.47	R 491.71	R 477.28	R 414.11	R 475.34

#### MONTH-ON-MONTH CHANGE MAY 2013 – JUNE 2013



#### YEAR-ON-YEAR CHANGE JUNE 2012 – JUNE 2013



According to the June 2013 SCI statistics, wholesale locations recorded the highest average cash withdrawal value for the fifth month in a row at R491.71. "Wholesale locations continue to illustrate the highest average cash withdrawal values as more people likely buying in bulk to save in the long run, while more cash is needed initially to pay for those goods," says Oberholzer. Tzamtzis adds, "Consumers can also readily find ATM's on these sites as they are usually placed where there is a high turnover."

Petrol sites (R477.28) and farming sites (R475.34) recorded the second and third highest cash withdrawal values respectively. "The higher farm minimum wages as well as extra labour for maize harvesting continues to promote higher withdrawals from farming locations," Tzamtzis says.

Leisure sites were the only locations that recorded a decrease in growth at 1.8%. This is attributed to consumers withdrawing cash at wholesale or retail locations as to save on costs of making multiple withdrawals at leisure sites later on. "With the school holidays extending into July, we could expect to see increases at leisure and retail sites," says Tzamtzis.

<sup>\*\*</sup>Retail sites includes supermarkets, convenience stores, fast food outlets, pharmacies, hardware stores, liquor stores and butcheries.

# SITE CATEGORY AVERAGE CASH WITHDRAWAL DATA TABLE

Month	Retail	Wholesale	Petrol	Leisure & hospitality	Farming
Jun-12	R 428.95	R 446.41	R 442.79	R 391.91	R 396.81
Jul-12	R 426.95	R 451.66	R 439.81	R 393.77	R 401.95
Aug-12	R 430.82	R 449.47	R 435.25	R 393.52	R 343.61
Sep-12	R 445.66	R 468.46	R 448.54	R 395.41	R 401.90
Oct-12	R 432.95	R 450.16	R 440.05	R 401.28	R 454.68
Nov-12	R 434.28	R 456.30	R 439.38	R 402.21	R 442.39
Dec-12	R 476.78	R 509.51	R 476.52	R 427.70	R 455.99
Jan-13	R 427.44	R 445.77	R 448.11	R 429.40	R 410.91
Feb-13	R 432.20	R 451.79	R 445.31	R 423.82	R 375.51
Mar-13	R 455.12	R 479.75	R 468.75	R 415.39	R 415.92
Apr-13	R 444.14	R 472.23	R 472.04	R 424.43	R 409.77
May-13	R 447.18	R 476.57	R 470.87	R 418.63	R 439.68
June-13	R 459.47	R 491.71	R 477.28	R 414.11	R 475.34

# **DATA TABLE**

Below is the data table including all relevant statistics from June 2010 to June 2013. The table demonstrates the average cash withdrawal value across South Africa, the changes in withdrawal values from month-to-month and year-to-year as well as the Stats SA retail trade sales value.

Month	Average Cash Withdrawal	Month-on-Month Change	Year-on-Year Change	Stats SA retail TradeSales Value	
Jun-10 R 411.04		2.16%	10.84%	R 454	
Jul-10	R 411.92	0.21%	9.12%	R 464	
Aug-10	R 401.46	-2.54%	7.2%	R 440	
Sep-10	R 405.47	1.00%	5.93%	R 454	
Oct-10	R 407.58	0.52%	2.78%	R 471	
Nov-10	R 411.98	1.08%	3.96%	R 492	
Dec-10	R 446.56	8.39%	3.04%	R 655	
Jan-11	R 407.06	-8.85%	1.66%	R 458	
Feb-11	R 404.28	-0.68%	2.08%	R 446	
Mar-11	R 403.11	-0.29%	1.76%	R 478	
Apr-11	R 422.30	4.76%	3.54%	R 490	
May-11	R 406.41	-3.76%	1.01%	R 465	
Jun-11	R 409.95	0.87%	-0.26%	R 478	
Jul-11	R 418.40	2.06%	1.57%	R 495	
Aug-11	R 405.69	-3.04%	1.05%	R 492	
Sep-11	R 413.88	2.02%	2.07%	R 513	
Oct-11	R 418.79	1.19%	2.75%	R 530	
Nov-11	R 420.84	0.49%	2.15%	R 553	
Dec -11	R 457.67	8.75%	2.49%	R 747	
Jan-12	R 417.85	-8.70%	2.65%	R 502	
Feb-12	R 411.82	-1.44%	1.87%	R 503	
Mar-12	R 417.92	1.48%	3.67%	R 535	
Apr-12	R 435.47	4.20%	3.12%	R 524	
May-12	R 425.94	-2.19%	4.81%	R 524	
Jun-12	R 437.71	2.76%	6.77%	R 544	
Jul-12	R 435.54	-0.50%	4.10%	R 529	
Aug-12	R 434.93	-0.14%	7.21%	R 538	
Sep-12	R 449.47	3.34%	8.60%	R 548	
Oct-12	R 439.27	-2.27%	4.89%	R 554	
Nov-12	R 442.71	0.78%	5.20%	R 588	
Dec-12	R 485.07	9.57%	5.99%	R 787	
Jan-13	R 440.53	-9.18%	5.43%	R 527	
Feb-13	R 443.56	0.69%	7.71%	R 533	
Mar-13	R 465.64	4.84%	11.28%	R 563	
Apr-13	R 461.65	-0.73%	6.01%	R 530	
May-13	R 464.52	0.62%	9.06%	Not yet released	
Jun-13	R 475.98	2.47%	8.74%	Not yet released	



# **ABOUT THE SPARK CASH INDEX (SCI)**

The amount of cash withdrawn at ATMs is a real-time indicator of cash availability and consumer spending in the economy. From Spark ATM Systems' records the company has noticed that over time the average amount of cash withdrawn at its network of ATMs corresponds with general economic conditions in South Africa. The SCI also points to consumer trends such as the variations in cash withdrawn based on prevailing economic conditions, particularly variations in the prime interest rate and seasonal peaks and dips.

## **EXPLANATORY NOTES**

The value for the Spark Cash Index is obtained using the following formula: Cash dispensed for the month divided by the number of cash withdrawals for the month across a selection of our ATM network. The sample size is very large and spans urban and rural areas across all nine provinces of South Africa, therefore representing a very good cross section of South African consumers. The data presented is raw data and has not been adjusted for seasonality or for the effects of inflation.

## **ABOUT SPARK ATM SYSTEMS**

Spark ATM Systems is the premier independent ATM deployer in South Africa importing, installing and maintaining world-leading Automated Teller Machines (ATMs) for the South African convenience ATM market.

Convenience ATMs have taken the world and South Africa by storm and today are found in every conceivable type of retail, hospitality, leisure and convenience location for one simple reason - consumers expect them wherever they need cash and merchants recognise their many benefits.

Established in 2005, Spark ATM Systems has grown into a national organisation with sales and technical capabilities across South Africa. From our headquarters in Cape Town, our Head Office team coordinates the sales, installation, maintenance, processing, settlement, reconciliation, monitoring, reporting, customer relationship and contact centre requirements for our ever-growing national network of ATMs. We boast a national list of independent and corporate customers across all major retail, convenience, wholesale, leisure and hospitality operators. Visit www.sparkatm.co.za for more information.

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