



A WORD FROM THE MANAGING DIRECTOR...

Dear Friends,

Over the past 5 years Spark ATM Systems has changed the face of retail ATMs in South Africa. ATMs are no longer solely available to large businesses nor do merchants need to plead with their business banker to kindly give them an ATM. If you want to host one of these revenue-generating devices on your premises (and who wouldn't), with one phone call to Spark ATM Systems you can have an ATM installed and transacting in no time.

Spark now accounts for more than half of all new ATMs installed in South Africa and we are currently installing over 50 new ATMs every month. Our team has grown and today we employ the top ATM professionals in the country who manage our nationwide sales, technical, monitoring, finance, admin and contact centre operations. We operate a 06h00-23h00 Contact Centre 365 days a year and our service technicians attend to issues 7 days a week across the metro and rural landscape of South Africa.

All of this activity centres around our clients and our unrelenting insistence to deliver the highest possible levels of customer service. And we are doing just that.

In our on-going Customer Satisfaction Survey:

- 92% of our customers rate us as the best supplier to their business.
- 94% of our customers would recommend us to their friends, family or colleagues.

Our focus will always remain on our clients. We will continue growing our business, improving our systems and offering new products and services that improve our customers lives and make managing their business easier and more profitable.

This approach has allowed us to continue growing through a difficult economic environment and we are certain that 2012 will bring yet another exciting year of growth for our company.

On behalf of the entire Spark team, I would like to thank our loyal customers, suppliers and other stakeholders and wish you all a happy, healthy and profitable 2012.

Regards,

Marc Sternberg
Managing Director



CORPORATE SOCIAL RESPONSIBILITY



SPARKING OPPORTUNITY FOR KIDS AT EMASITHANDANE:

In the informal settlement of Nyanga, just outside Cape Town, there is a place where orphaned children who would otherwise face a life of uncertainty and disadvantage, call their home. Affectionately known as Emasi, Emasithandane is an orphanage run by Mama Zephina Maposela who is providing a lifeline to over 50 vulnerable children who now have an opportunity to do something special with their future.

Spark ATM Systems made a difference by spending a day with the kids, contributing to the building of a new dorm room and giving them some much appreciated Christmas presents.

SPARK IN THE PRESS

Spark ATM Systems has received some exciting media coverage over the past three months:

Financial Mail:

- Go tell it to the country.
- Take special precautions when withdrawing cash.

Cape Argus:

- Business people gear up for big entrepreneurs prize.

Weekend Argus:

- High average ATM withdrawal value reflects rise in spending.

Read these and other Spark press articles at:

<http://www.sparkatm.co.za/press.html>



SATURDAY CASH REIMBURSEMENTS

In January 2012, we launched Saturday cash reimbursements to improve the cash flow of our valued clients. All cash that is dispensed from our ATMs on Friday now reflects in our clients bank account on Saturday (if you bank with Capitec) or on Monday (if you bank with all other banks.) After busy weekends, clients will now have their cash replenished directly into their account making it easier for them to start the week with as much cash available as possible.

CUSTOMER TESTIMONIALS

"Spark's commitment to service has been outstanding. We have been associated with Spark for the past 3 years and we would not hesitate to recommend them to any institution."

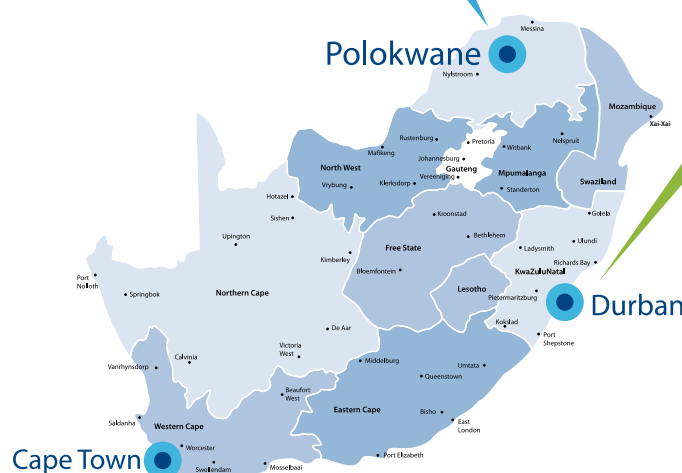
- Alistair van Wyk, Owner, Spar

"We have been dealing with Spark ATM Systems for over 4 years and we are very happy with their service up-to-date. Their ATMs are easy to use and the call centre is readily available when we need them. We have managed to reduce cash deposit fees and have seen positive growth in the gaming revenue as a result of the additional availability of cash."

- Marc Joubert, Managing Director, Betting World

"Whenever I have needed to contact Spark ATM Systems, I have been able to reach them with one phone call. I love the fact that I can get assistance from them until late into the night time if needed. I wish all my suppliers were like them! The ATM works well and is very easy to run."

- David McCarthy, Owner, The Dubliner at Kennedy's



RECENT AWARDS



November 2011:
Excellence in the Management of Technology - Established Enterprises at the Technology Top 100 Awards.



September 2011:
Overall productivity in The Emerging Sector of Productivity SA's Western Cape Awards.



September 2011:
Entrepreneur of the Year Award 2011 at the Sanlam and Business Partners Entrepreneur of the Year Competition.



July 2011:
Finalist in the Absa Jewish Achiever Awards in the Entrepreneur of the Year category.

LOCAL ENTREPRENEURSHIP

KEY TO GROWTH OF SA ECONOMY

Small, micro and medium size-enterprises (SMMEs) can provide a sustainable solution to the reduction in the high level of unemployment in South Africa, as well as actively contribute to the country's economic growth.

However, government and financial institutions need to make funding more accessible in order to support local entrepreneurs and compete with growing entrepreneurial levels in other emerging economies - particularly Brazil, Russia, India and China, which form the BRIC countries.

SA needs to be more aggressive in promoting a national entrepreneurial culture.

Brazil is the perfect example of fostering SMME growth. According to data gathered by Endeavour Brazil, SMMEs are responsible for 96% of the jobs in Brazil and comprise 98% of all companies in the country. The majority of the country's SMME sector is geared toward high-growth ventures, as opposed to companies that form and then remain small.

Brazil's government also plays a key role in growing SMMEs through the creation of dedicated funding agencies that disperse around \$65 000 to start-ups focused on innovation. The current aim of these agencies is to aid 10 000 innovative companies over four years and thereby generate 10 new jobs for every company they assist.

South African entrepreneurs also need to play a role by getting rid of their fear of failure, conducting sound research and identifying crucial gaps in the market in order to provide sustainable and profitable solutions.

Follow what our Managing Director has to say on this subject per his recent interview on Summit TV.

PEAK ATM DAYS

The entire Spark team hopes you had a safe and relaxing Easter weekend spent with family and friends and that you enjoyed some time off and a great business boost during this very busy period.

The peak ATM days to come are the 26th, 27th and 28th of April and the 3rd of May. Please ensure your ATM is fully stocked and contact us on 086 111 4751 should you have any queries or issues.

SPARK CASH INDEX

The Spark Cash Index measures the average value of cash withdrawals across more than 1,500 Spark ATMs throughout the country. The data is derived from every region in South Africa and ranges from rural areas to city centres, therefore providing a comprehensive perspective on cash withdrawal trends in the country and a real-time indicator of cash availability and consumer spending in the economy.

[View the most recent Spark Cash Index Report](#)



CUSTOMER FEEDBACK

Please take the time to tell us how we are doing by completing our Customer Satisfaction Survey.

You will go into a monthly lucky draw for a R1 000 Woolworths Shopping Voucher.

[Click here to complete our survey & WIN!](#)

Congratulations to the winners of our March survey:

Amatola Supermarket
(Mount Frere, Eastern Cape)

Momentum Motors
(Soekmekaar, Limpopo)

**WIN
R1000**