

# SPARK CASH INDEX

October 2011

## About Spark ATM Systems

Spark ATM Systems is South Africa's leading independent ATM provider, deploying convenience Automated Teller Machines ('ATMs') in retail, convenience and hospitality locations across South Africa.

## Introduction to the Spark Cash Index

The amount of cash withdrawn at ATMs is a real-time indicator of cash availability and consumer spending in the economy. From our records we have noticed that over time the average amount of cash withdrawn at our network of ATMs corresponds with general economic conditions in the country. We have also seen that consumers vary the amount of cash they withdraw based on prevailing economic conditions, particularly consumer confidence, variations in the prime interest rate and recurring seasonal trends.

## Key Indicators

### Average Cash Withdrawal Values – South Africa



+ 1.22%

Month on Month  
September 2011 to October 2011



+ 1.74%

Year on Year  
October 2010 to October 2011

## **Positive Trend in SA Cash Withdrawal Values Continues: Highest Ever October Withdrawal Values**

Average cash withdrawal values across South Africa – as measured by the Spark Cash Index (SCI) – increased by 1.22% from September to October this year.

The average cash withdrawal value for October 2011 was R418, up on September's average value of R414. "The annual trend is for cash withdrawal values to increase steadily month on month from September through to December each year, and this year has been no exception", says Marc Sternberg, MD of Spark ATM Systems.

October 2011's value is also 1.74% up on the value for October 2010 of R408. The Index has been showing this positive year-on-year trend throughout 2011. All months except June have seen an increase on the corresponding month of 2010. "Especially positive is that October 2011's value is the fourth highest ever recorded by the Spark Cash Index since its launch in September 2007", says Sternberg. "Seeing as every month this year has been up on last year, there is a strong possibility that December 2011's value will be the highest ever measured by the Spark Cash Index. Consumer positivity is definitely on the increase as is the value of cash in circulation, which is great news for retailers and business owners ahead of the upcoming festive season."

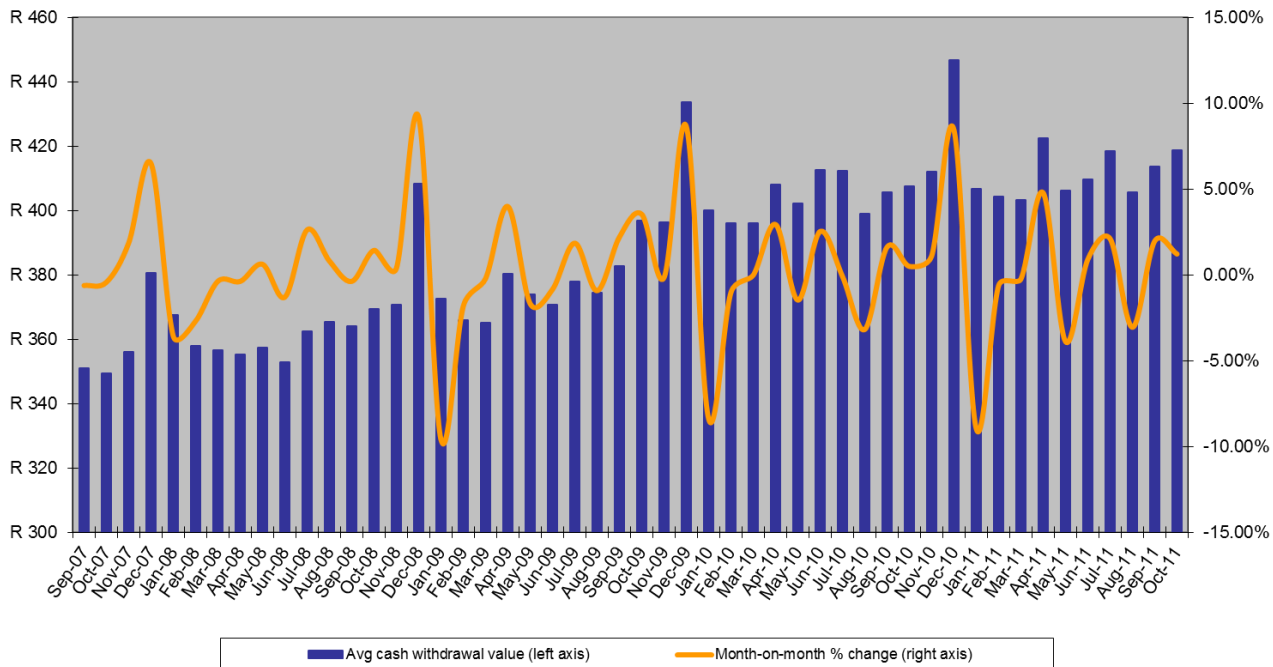
Stats SA's Retail Trade Sales (RTS) values follow the same pattern as SA cash withdrawal values. Released two months ahead of the RTS, the Spark Cash Index figures therefore predict the pattern that RTS will follow. The RTS can therefore be expected to follow the same upward trend from September to October this year, as the SCI has done.

The Spark Cash Index is a useful real-time gauge of consumer spending, utilising Spark ATM Systems' network of over 1,500 ATMs located countrywide to reflect accurate, broad and timely cash demand and utilisation data. Spark ATMs are typically located in convenience stores, petroleum stations, specialist retail nodes and leisure & hospitality venues.

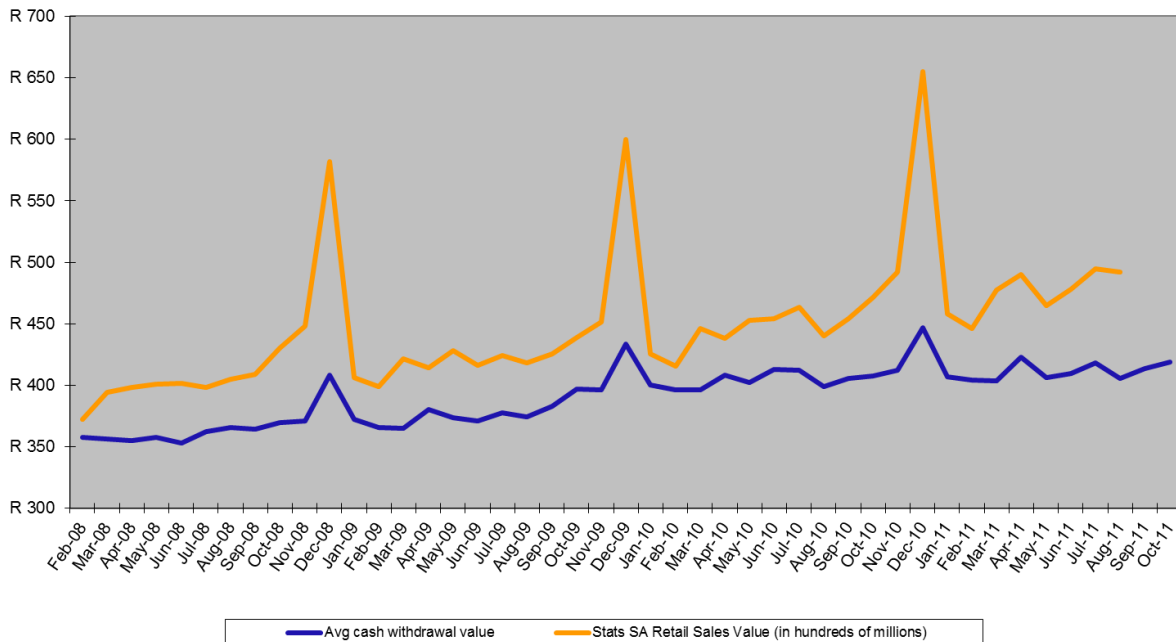
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# Graphic Data

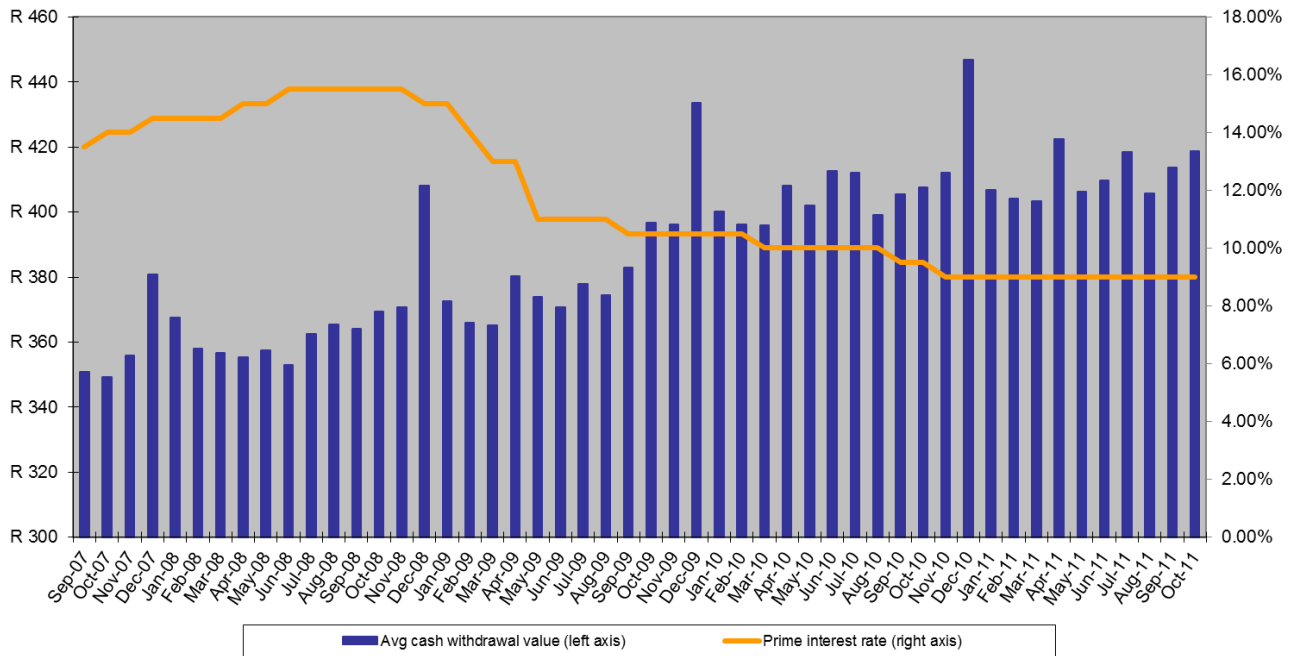
**Graph A**  
**Average cash withdrawal value**



**Graph B**  
**Avg cash withdrawal value vs Stats SA Retail Sales Value**



**Graph C**  
**Avg cash withdrawal value vs Prime interest rate**



**Data**

Month	Average Cash Withdrawal	Month on Month Change	Year on Year Change	Prime Interest Rate
Sep-07	R 351	-0.62%	N/A	13.50%
Oct-07	R 349	-0.43%	N/A	14.00%
Nov-07	R 356	1.86%	N/A	14.00%
Dec-07	R 381	6.49%	N/A	14.50%
Jan-08	R 368	-3.58%	N/A	14.50%
Feb-08	R 358	-2.69%	N/A	14.50%
Mar-08	R 357	-0.37%	N/A	14.50%
Apr-08	R 355	-0.38%	N/A	15.00%
May-08	R 357	0.62%	N/A	15.00%
Jun-08	R 353	-1.30%	N/A	15.50%
Jul-08	R 362	2.63%	N/A	15.50%
Aug-08	R 365	0.81%	N/A	15.50%
Sep-08	R 364	-0.37%	3.76%	15.50%
Oct-08	R 369	1.43%	5.72%	15.50%

Nov-08	R 371	0.38%	4.15%	15.50%
Dec-08	R 408	9.19%	7.23%	15.00%
Jan-09	R 373	-9.58%	1.36%	15.00%
Feb-09	R 366	-1.83%	2.22%	14.00%
Mar-09	R 365	-0.22%	2.37%	13.00%
Apr-09	R 380	3.98%	7.02%	13.00%
May-09	R 374	-1.68%	4.60%	11.00%
Jun-09	R 371	-0.84%	5.07%	11.00%
Jul-09	R 378	1.85%	4.24%	11.00%
Aug-09	R 374	-0.92%	2.45%	11.00%
Sep-09	R 383	2.21%	5.16%	10.50%
Oct-09	R 397	3.53%	7.44%	10.50%
Nov-09	R 396	-0.16%	6.87%	10.50%
Dec-09	R 434	8.65%	6.24%	10.50%
Jan-10	R 400	-8.40%	7.40%	10.50%
Feb-10	R 396	-1.02%	8.26%	10.50%
Mar-10	R 396	0.02%	8.47%	10.00%
Apr-10	R 408	2.94%	7.31%	10.00%
May-10	R 402	-1.47%	7.53%	10.00%
Jun-10	R 413	2.54%	11.26%	10.00%
July-10	R 412	-0.09%	9.10%	10.00%
Aug-10	R 399	-3.18%	6.61%	10.00%
Sept-10	R 406	1.62%	5.94%	9.50%
Oct-10	R 408	0.50%	2.71%	9.50%
Nov-10	R 412	1.10%	4.00%	9.00%
Dec-10	R 447	8.45%	3.03%	9.00%
Jan-11	R 407	-8.97%	1.67%	9.00%
Feb-11	R 404	-0.63%	2.06%	9.00%
Mar-11	R 403	-0.24%	1.83%	9.00%
Apr-11	R 423	4.78%	3.56%	9.00%
May-11	R 406	-3.88%	1.00%	9.00%
June-11	R 410	0.90%	-0.67%	9.00%
July-11	R 418	2.11%	1.51%	9.00%
Aug-11	R 406	-3.05%	1.65%	9.00%
Sept-11	R 414	1.97%	2.00%	9.00%
Oct-11	R 418	1.22%	1.74%	9.00%

## Explanatory Notes and Contact Details

The value for the Spark Cash Index value 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 Spark ATM's network of ATMs. The sample size is hundreds of thousands of transactions in both 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.

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