

20 YEARS OF PROVEN SUCCESS

ELECTRONIC SECURITY SOLUTIONS · FIXED & MOBILE ASSETS · AFRICA

MASTER FRANCHISE PROSPECTUS

THE MOST EXCLUSIVE FRANCHISE OPPORTUNITY
IN AFRICA – ONE PARTNER PER COUNTRY



\$450k
INVESTMENT
ONCE OFF

\$80k
STARTUP
STOCK INCL

12–24
MONTH ROI
PROJECTED

1
PARTNER
PER COUNTRY

100+
SA BRANCHES
PROVEN

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EXECUTIVE SUMMARY



DigitFMS, Africa's most established and battle-tested fleet, fuel, and asset security brand, is opening its first-ever Master Franchise Licences to select investors across the continent. This is a once-off, highly exclusive opportunity to acquire national rights to a 20-year perfected business model that has already created over 100 independently owned branches in South Africa.

The Master Franchise gives you the exclusive national mandate to build, supply, support, and grow the DigitFMS brand in your country. This includes selling local franchises, supplying product stock, deploying national systems, and earning from every installation, every subscription, and every branch you create.

DigitFMS has spent two decades engineering a complete "copy and paste" ecosystem — one that is now ready to scale across Africa with the right partners. **This is not an experiment. It is a dominant, market-proven force.**

\$450k

ONCE-OFF
INVESTMENT

\$80k

STARTUP
STOCK INCLUDED

12-24

MONTHS
PROJECTED ROI

1

LICENCE
PER COUNTRY

THE MODEL

**FULLY TURNKEY. NO R&D REQUIRED.
INSTANT IMPLEMENTATION.**

You are not building a technology company — you are deploying a 20-year perfected system. No R&D required, no platform development, no guesswork. DigitFMS HQ handles product development, server infrastructure, software innovation, and platform management. You focus on sales, installations, and building your national franchise network.

THE GUARANTEE

**BUY-BACK OPTION. ZERO FRANCHISE
FAILURE RATE.**

Every DigitFMS franchisee in South Africa has been successful. Zero failures across 20 years and 100+ branches. The Master Franchise includes a buy-back option (T&Cs apply) — a level of commitment that is virtually unheard of in the franchise industry. DigitFMS is the one bet in Africa where the franchisor puts skin in the game alongside you.

**ONLY ONE MASTER FRANCHISE PER COUNTRY
ONCE AWARDED, THIS OPPORTUNITY CLOSSES PERMANENTLY**



Africa is the fastest-growing market for fleet, security, and fuel management technologies. Across the continent, industries lose billions annually due to fuel theft, cargo loss, fleet abuse, route manipulation, subcontractor inefficiencies, and unreliable tracking technologies that cannot operate in remote or low-bandwidth environments. The problem is structural, persistent, and growing — and the businesses that need these solutions cannot wait for solutions to catch up to Africa's conditions.

DigitFMS was engineered specifically to solve Africa's toughest challenges. Not adapted from foreign platforms. Not reliant on stable internet. Not dependent on infrastructure that doesn't exist in half the markets that need it most.

WHAT MAKES DIGITFMS UNIQUELY AFRICAN-READY

RURAL & URBAN CAPABLE

Works perfectly in rural and urban areas — from the mining corridors of Mpumalanga to the logistics hubs of Lagos, Nairobi, and Dar es Salaam. No exception for remote or low-infrastructure environments.

LOW DATA REQUIREMENTS

Operates with ultra-low data requirements — designed specifically for African mobile network conditions where data is expensive and connectivity is inconsistent. Lower operational costs, wider client base.

OFFLINE WHEN NEEDED

Runs fully offline when internet is not available — storing data locally, maintaining alerts, and synchronising automatically when connectivity is restored. Zero gaps in protection/reporting regardless of network.

HARSH CONDITIONS

Withstands harsh African operating conditions such as extreme temperatures, dust, vibration, and physical demands of African roads, mines, and industrial plants. Hardware built and tested for real African environments.

FORENSIC-LEVEL INTELLIGENCE

Delivers forensic-level tracking and fuel intelligence — litre-accurate fuel monitoring, second-by-second GPS tracking, tamper detection, as well as AI-powered driver surveillance that stands up in insurance and legal investigations.

COMPLETE PROTECTION SUITE

Provides a full suite of surveillance, monitoring, and asset protection tools — a single franchise partner able to address every security and fleet management challenge a business faces, from vehicle to building to fuel tank.

THE SCALE OF THE OPPORTUNITY

R15B

ANNUAL COST OF
FUEL THEFT
IN SOUTH AFRICA ALONE

100k+

DIGITFMS UNITS DEPLOYED
IN REAL-WORLD AFRICAN
ENVIRONMENTS

8%+

ANNUAL GROWTH IN
AFRICAN FLEET & SECURITY
FRANCHISE MARKETS

This opportunity is tailored for business investors who are already influential or established within their target country. DigitFMS partners best with strong local business leaders who can leverage their networks to rapidly scale national franchise adoption. This is a strategic partnership, not a small part-time business venture — and DigitFMS is selective about who receives a country licence.

TARGET INDUSTRY BACKGROUNDS

MINING**CONSTRUCTION****TRANSPORTATION****AGRICULTURE****LOGISTICS****PUBLIC SECTOR / GOVERNMENT SUPPLY CHAINS****SECURITY AND INFRASTRUCTURE**

WHAT DIGITFMS SEEKS IN A MASTER FRANCHISEE

01 STRONG BUSINESS NETWORKS

You have existing relationships across business, government, or industry in your target country. The ability to open doors, close national contracts, and leverage established credibility is a core requirement — not an aspiration.

02 NATIONAL - SCALE VISION

You understand national-scale opportunities and think in terms of market penetration, franchise network growth, and long-term compound revenue — not short-term sales targets. This is a 10-year+ legacy business.

03 INDUSTRY INFLUENCE

You have influence in mining, logistics, security, or government — sectors where DigitFMS solutions deliver the greatest ROI and where national contracts are available from day one of launch.

04 INFRASTRUCTURE BUILDING CAPACITY

You can establish distribution, training, as well as support teams nationally. Building a country-wide franchise operation requires the operational capacity to hire, train, and manage a growing national workforce.

05 LONG-TERM LEGACY COMMITMENT

You are committed to building a long-term legacy business — not a short-term flip. The compounding nature of subscription revenue means the longer you build, the more exponentially valuable your national franchise becomes.

06 CAPITAL AVAILABILITY: \$450,000

The investment is \$450,000 once-off (including \$80,000 in startup stock). This funds your full country launch including 30-day HQ training, a complete business setup, branding, marketing, tools, and operational infrastructure.

As a Master Franchisee, you are not running a single outlet — you are building a national ecosystem. Your income compounds exponentially as each franchise branch you create adds to your subscription base, your stock revenue, and your national contract portfolio. With just 10 franchise sales at ±\$45,000 each, your entire initial investment is recovered — whilst those franchisees continue to generate subscription revenue for you in perpetuity.

YOUR FOUR REVENUE PILLARS



FRANCHISE SALES

Sell and onboard local DigitFMS franchises across your country in each respective territory. Every franchise sale generates significant upfront capital. **10 franchise sales at ±\$45,000 each = full investment recovery** — whilst those franchisees continue generating recurring income for your national network from every device they deploy.



STOCK & HARDWARE SUPPLY

You become the national distributor. Every franchise in your country purchases their equipment through you — tracking devices, fuel probes, advanced driver cameras, CCTV systems, alarm and security products, bulk fuel management hardware, and accessories. **Every installation your franchisees do generates a hardware purchase from you first.**



SUBSCRIPTION & SERVER FEES

Every device deployed in your territory generates monthly recurring revenue through tracking subscriptions, CCTV & virtual guarding, fuel monitoring, AI driver monitoring, insurance commissions, and finance repayments. **This becomes a solid, sustainable long-term annuity income stream** that compounds as your franchise network grows — 10,000+ devices = 10,000+ monthly income streams.



NATIONAL GOVERNMENT & CORPORATE CONTRACTS

You hold the exclusive rights to close and service large-scale national projects — government fleet management contracts, national corporate supply agreements, and country-wide security deployment programmes. These are the contracts that individual franchisees cannot access — **only the national Master Franchisee can close them.**

NATIONAL GROWTH PROJECTIONS — BUSINESS CASE EXAMPLE

COUNTRY ROLLOUT SCENARIO — EXAMPLE IN 24 MONTHS

10

FRANCHISEES ONBOARDED
PER TERRITORY
NATIONALLY

1,000

DEVICES PER FRANCHISE
WITHIN 24
MONTHS EACH

10,000+

ACTIVE DEVICES
GENERATING
SUBSCRIPTION FEES

+

· MONITORING
· INSURANCE · FINANCE
ADDITIONAL INCOME
ON TOP

DigitFMS offers one of the most comprehensive security and fleet technology ranges available in Africa. This diverse product suite ensures multiple revenue channels across virtually every major industry. As a Master Franchisee, you hold the exclusive national distribution rights to the entire portfolio.

FLEET & FUEL MANAGEMENT



VEHICLE TRACKING & FLEET MANAGEMENT

Advanced fleet tracking & management. Real-time GPS every 30 seconds, stolen vehicle recovery, driver identification, remote immobilisation, SARS-compliant logbooks, and enterprise fleet software with API integration.



TRUCK FUEL MONITORING SYSTEMS

Real-time diesel theft prevention & bulk fuel depot control. Live litre-level accuracy, instant theft alerts, RFID/Bluetooth pump access, and automated reconciliation. No competitor in Africa matches DigitFMS fuel monitoring precision.



FLEET CAMERA SYSTEMS (DIGIT D-CAM)

AI-driven fleet camera systems for driver behaviour & cargo monitoring. Fatigue detection, phone use alerts, accident evidence capture, cargo load monitoring, and live HD streaming with cloud storage per vehicle per month.



ELECTRONIC SECURITY & SURVEILLANCE



OFF-SITE MONITORING (VIRTUAL GUARDING)

24/7 off-site monitoring services — trained operators managing CCTV feeds from a centralised control room. Replaces physical guards at 40–60% cost reduction. High-margin recurring monthly fees per property monitored.



AJAX WIRELESS ALARM SYSTEMS

High-end industrial and residential wireless alarms covering up to 11km². No cabling, rapid installation, mobile app control, 200 device scalability. Load-shedding and power-outage resistant. Monthly monitoring = recurring income.



CHILLI PEPPER DISPERSING (D-PEPPER)

Automated non-lethal pepper defence systems — 2-million Scoville instant deterrence. Protects warehouses, fuel depots, cash-in-transit vehicles, and transformer yards automatically. Monthly servicing = recurring income stream.

FINANCE & INSURANCE



IN-HOUSE EQUIPMENT FINANCE

Asset rental finance and monthly payment plans — removing the upfront cost barrier for clients and dramatically accelerating sales conversion. Every finance deal generates commission income per transaction for the Master Franchisee.



FLEET & ASSET INSURANCE

Vehicle, fleet, as well as goods-in-transit insurance partnerships — sold naturally alongside our DigitFMS technology installations. Clients with tracking systems qualify for preferential premiums. There is commission-based recurring revenue on every policy.

DigitFMS has spent two decades refining a franchise model that eliminates guesswork and dramatically accelerates growth. Every system, process, document, and revenue stream has been tested across 100+ branches in real South African conditions – and every single one has succeeded. This is a fully systemised business, ready to launch and scale rapidly in any African country.

WHAT'S INCLUDED IN THE MASTER FRANCHISE OPERATIONAL PACKAGE



COMPLETE BUSINESS & OPERATIONAL MANUALS

Every process documented – from client onboarding to installation procedures, from accounting to customer support escalation. Nothing left to guesswork or memory.



INSTALLATION & TECHNICAL TRAINING SYSTEMS

Comprehensive technical training covering every product in the DigitFMS range. Your technicians learn directly from the engineers and trainers who developed the systems over 20 years.



STAFF TRAINING VIA DIGIT PERFORMANCE ACADEMY

Centralised online training platform for onboarding local franchise staff and technicians. Automated, scalable, and accessible to every branch you create in your country - from day one to year ten.



NATIONAL SUPPORT STRUCTURE & ESCALATION

Direct access to DigitFMS HQ technical, sales, as well as operational support teams. Escalation channels - complex installations, client issues, and product challenges - 20 years of expertise on speed dial.



SALES SCRIPTS, MARKETING MATERIALS & STRATEGY

Proven sales scripts, pitch decks, proposal templates, marketing collateral, strategic guidance developed across hundreds of real client interactions. Start selling from day one with materials that work.



FRANCHISE SALES TEMPLATES & LICENCE MODELS

Ready-to-use franchise agreements, territory allocation models, franchise sales scripts, and onboarding processes. Sell your first local franchise from a proven template – no legal build-up required.

WHAT'S INCLUDED IN THE MASTER FRANCHISE OPERATIONAL PACKAGE



DOCUMENTED PROCESSES – EVERY FUNCTION

From installations to accounting – every operational function has a documented process. SOPs, checklists, agreements, and business contracts all included. Hand your operations team a playbook on day one.



COMPLETE BRANDING & BUSINESS SETUP

Website & email domain, digital branding and marketing support, territory brand launch marketing plan, design support for all collateral, and social media setup and ongoing guidance. Brand-ready on launch.



TOOLS, EQUIPMENT & DOCUMENTATION

Full installation toolkit, technical lab tools, all manuals, agreements, and business contracts. Everything your operations team needs to install, support, and service every DigitFMS product from day one.



You are not launching alone. DigitFMS HQ provides comprehensive, hands-on support from the moment your territory is confirmed through to your first 12 months of national rollout. This is a strategic partnership — DigitFMS invests in your success because your national growth directly grows the DigitFMS Africa brand.

HQ SUPPORT COMPONENTS



30 DAYS IN-PERSON TRAINING AT DIGIT HQ

Comprehensive training at DigitFMS headquarters in Johannesburg, South Africa. Training covers: technical product installation across the full product range, sales methodology as well as closing frameworks, business operations and finance management, franchise sales and territory development, and strategic national expansion planning. Your entire leadership team learns from the team that built the model over 20 years.



12-MONTH MENTORSHIP PROGRAMME

Ongoing weekly mentorship and direct support from Digit HQ leadership throughout your critical first year. This includes weekly strategy sessions, franchise sales support, client escalation guidance, marketing campaign planning, and real-time operational problem-solving. You are building something new — and HQ is building it alongside you, week by week, for your entire first year of operation.



AUTOMATED TRAINING SYSTEM (PERFORMANCE ACADEMY)

Centralised online training platform for onboarding local franchise staff and technicians. As you build your national franchise network, every new franchise owner and technician completes structured accredited training before they touch a client system. Automated, consistent, and scalable to any number of branches.



COMPLETE BRANDING & BUSINESS SETUP

Website & email domain for your country operation, complete digital branding and marketing support, territory brand launch marketing plan, design support for all local collateral, and social media setup with ongoing strategic guidance. Your business looks and operates like an established DigitFMS country from launch day — not like a startup.

20-YEAR COMPETITIVE ADVANTAGE

DIGITFMS IS NOT AN EXPERIMENT — IT IS A DOMINANT, MARKET-PROVEN FORCE

Designed and produced in Africa for African conditions. 20 years of proven system refinement. Over 100,000+ units deployed in real-world African environments. Trusted brand status across multiple industries. Comprehensive franchise and support infrastructure. Ultra-low running costs. National support with rapid turnaround times. Offline-capable software systems that don't rely on internet stability for reporting.

The Master Franchise Licence grants you exclusive national control over the DigitFMS brand in your country. This is not a preferred supplier arrangement or a non-exclusive distribution deal. It is a complete, legally protected national monopoly – meaning once your country is awarded, no other investor may operate the DigitFMS brand in your territory. Ever.

WHAT YOUR COUNTRY LICENCE INCLUDES

01 100% EXCLUSIVE RIGHTS TO THE DIGITFMS BRAND WITHIN YOUR COUNTRY

Complete national brand exclusivity – no competing DigitFMS operation, franchise, or distributor may be established in your territory once the licence is awarded. Your market position is protected by contract from day one of launch.

02 EXCLUSIVE RIGHT TO BUILD AND SELL UNLIMITED LOCAL FRANCHISES

You determine territory boundaries, franchise fees, and the pace of franchise rollout in your country. Sub-franchising rights allow you to replicate the DigitFMS model nationally – creating a compounding income stream from every franchise you sell.

03 EXCLUSIVE RIGHT TO SUPPLY ALL DIGITFMS EQUIPMENT NATIONALLY

Every device, every camera, every sensor, every alarm system sold or installed in your country flows through you as the national distributor. Hardware margins on every installation – before a single subscription dollar is earned.

04 FIRST RIGHT OF EXPANSION INTO NEIGHBOURING TERRITORIES

When DigitFMS opens adjacent countries, your existing Master Franchise gives you first right of refusal before any other investor is approached. Build a regional African empire from your initial country anchor.

05 COMPLETE BRAND PACK FOR NATIONAL ROLLOUT

Full DigitFMS brand assets, marketing materials, product collateral, digital platforms, and operational identity – ready for immediate national deployment without any brand development cost or time lag.

06 ACCESS TO ALL CURRENT AND FUTURE DIGITFMS TECHNOLOGY

Your licence includes all current product lines plus access to every new technology DigitFMS develops and launches – including AI systems, autonomous security robotics, water leak detection, and next-generation telematics platforms.

ONCE TERRITORY IS ASSIGNED – NO OTHER INVESTOR MAY OPERATE IN YOUR COUNTRY

53 MASTER LICENSE'S AVAILABLE

DigitFMS is selective. Only one Master Franchise will be granted per country — and only to investors who demonstrate the network, capital, and strategic vision required to build a national franchise business. This is a strategic partnership, not a transactional sale. The right investor is chosen as carefully as the right territory.

HIGH-LEVEL INVESTOR REQUIREMENTS

-
- ✓ **Strong Business Networks** - Existing relationships across business, government, or industry in your target country that can be leveraged to generate early national traction
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- ✓ **National-Scale Understanding** - You understand national-scale business opportunities and can think in terms of franchise network growth, territory management, and compound recurring revenue
-
- ✓ **Industry Influence** - Demonstrated influence in mining, logistics, security, or government — the sectors where DigitFMS closes fastest and creates the largest contract values
-
- ✓ **Infrastructure Building Capacity** - Able to establish distribution, training, and operational support teams nationally — this is a country-wide business operation, not a single outlet
-
- ✓ **Long-Term Legacy Commitment** - Committed to building a lasting business over 5–10+ years — not a short-term return. The compound value of subscriptions rewards those who build and hold
-
- ✓ **Capital: \$450,000** - Investment capital available plus proof of funds. The LOI and initial strategic alignment meeting are the first steps — investment detail is discussed directly with HQ

THE 6-STEP APPLICATION PROCESS

01**SUBMIT LETTER OF INTEREST + PROOF OF FUNDS**

Contact Lee Bester directly with a brief Letter of Interest outlining your background, target country, industry connections, and proof of capital availability. This initiates the process and confirms your eligibility for the next stage.

02**STRATEGIC ALIGNMENT MEETING**

A direct conversation with DigitFMS leadership — assessing mutual strategic fit, discussing your market access, network depth, and vision for national franchise development. Both parties assess the partnership potential openly and candidly.

03**TERRITORY ANALYSIS & MARKET EVALUATION**

Joint market assessment of your target country — fleet sector size, fuel theft statistics, competitive landscape, franchise readiness, and national growth projections specific to your territory. DigitFMS provides the analytical framework; your local knowledge provides the ground truth.

04**CONTRACT SIGNING & 50% DEPOSIT**

Formal Master Franchise Agreement signed and territory locked. 50% deposit (\$225,000) confirms your exclusive country rights. From this point, no other investor will be approached for your territory — it is permanently yours.

05**ONBOARDING & 30-DAY HQ TRAINING**

Travel to DigitFMS headquarters in Johannesburg for 30 days of intensive in-person training covering technical, sales, operations, finance, as well as franchise development. Complete your training with everything required to launch your national franchise on your return.

06**NATIONAL ROLLOUT WITH 12-MONTH GUIDED MENTORSHIP**

Your franchise is live. Weekly mentorship from HQ leadership, direct support access, and the full DigitFMS operational playbook guide for your first 12 months. Your subscription base, franchise network, and national revenue compound from day one.

DigitFMS is inviting a select handful of influential African investors to lead the next generation of fleet, fuel, and security technology in their territories. This is more than an investment — it is national ownership of an entire technology ecosystem. The window is narrow. **Only one partner per country will be chosen. Once awarded, this opportunity closes permanently.**

\$450kONCE-OFF
INVESTMENT**1**LICENCE PER
COUNTRY - EVER**12-24**MONTHS
PROJECTED ROI**20+**YEARS PROVEN
TRACK RECORD

WHAT THIS MASTER FRANCHISE OFFERS

A NATIONAL MONOPOLY

Exclusive country rights to a dominant, market-proven brand — no competitor within your borders under the DigitFMS name, ever.

A 20-YEAR PROVEN BUSINESS

Fully developed, 100+ branch tested, zero-failure business model. No R&D, no guesswork, no building from scratch. Instant implementation.

MULTIPLE RECURRING REVENUE STREAMS

Franchise sales, supply of stock, national contracts, subscription services, insurance, and finance — six income pillars one investment.

MASSIVE INDUSTRY DEMAND

Fleet theft, fuel fraud, and asset security are billion-rand problems across every African market — the demand is structural, persistent, and growing.

LOW OPERATIONAL RISK

Buy-back option available. Zero franchise failure rate. Comprehensive HQ support. Proven systems. 20 years of refinement reduces your operational risk to the minimum.

FULL TRAINING, SUPPORT & MENTORSHIP

30 days in-person HQ training. 12-month weekly mentorship. Digit Performance Academy. You are never alone in building your national business.

GET IN TOUCH – CONTACT THE DIGITFMS AFRICA TEAM
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OWN THE FUTURE OF FLEET, FUEL, ASSET SECURITY IN YOUR COUNTRY

ONE PARTNER PER COUNTRY WILL BE CHOSEN

ONCE AWARDED, THIS OPPORTUNITY CLOSSES PERMANENTLY

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