

Pesewa Franchise Programme

Empowering entrepreneurs
and investors

2025



Agenda



Programme overview



Franchise tiers & contracts



Business model & earnings



Training & support



Marketing strategy

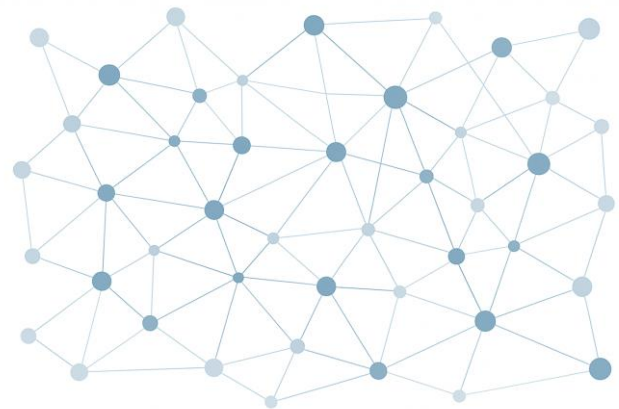


Conclusion & next steps

Programme overview

Empowering communities through franchise entrepreneurship

- Operate a community franchise within Pesewa ONE to help grow 5,000 businesses
- Enjoy comprehensive training and ongoing support for smooth operations
- Benefit from multiple revenue streams: franchise fees, royalties, and revenue sharing
- Part of Vision 2027: build one million SMEs and establish 5,000 franchises across 100 countries



Franchise tiers & contracts



Paid Franchise

- Investment: \$14,000
- Contract: 5-year term
- Franchise managed on investor's behalf
- Earns returns from multiple revenue streams



Free-to-Start

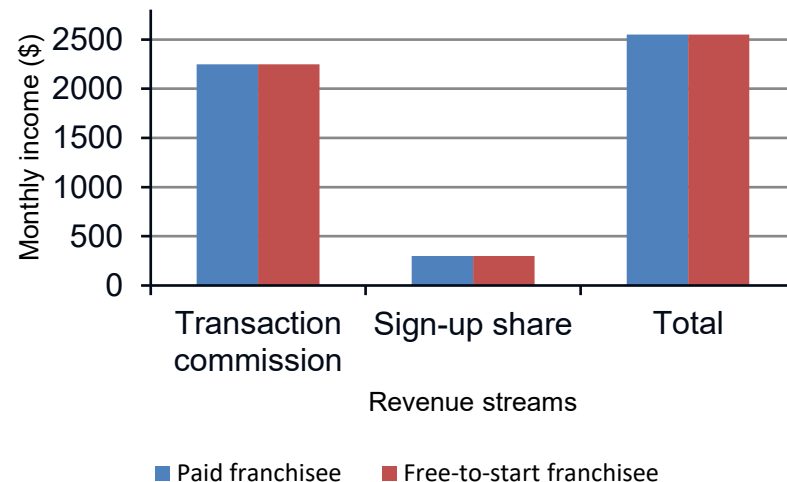
- Zero upfront cost
- Contract: 1-year, renewable
- Must complete at least one transaction daily
- Receives the same earnings per transaction and sign-ups

Business model & earnings

Revenue streams

- \$2.50 paid per transaction executed using the app
- 30% share of revenues from sign-ups for one year
- Additional royalties paid monthly as the business grows

Sample monthly earnings (\$)



Training & support

Initial training programme

- Up to three people attend free of tuition; travel at franchisee's cost
- Five-day virtual or in-person course; at least one attendee must pass before opening
- Annual supplemental seminars and development programmes
- Continuous operational support and development assistance



Marketing strategy



Unique outreach tips

- Always begin by asking prospects about their business goals
- Never answer directly what Pesewa ONE does – keep the focus on their needs
- Remove price barriers: if clients can pay, charge; if not, onboard them anyway until they can



Advertising & promotion

- Spend up to 1% of Gross Revenue on local advertising
- The franchisor pays an extra 1% Marketing & Promotion Fee
- Follow advertising standards and obtain approval for promotional materials

Conclusion & next steps

Why join Pesewa?

- Tap into a proven system with strong training and support
- Invest in communities and help grow thousands of SMEs
- Leverage multiple income streams and scalable earnings
- Join our Vision 2027 journey toward one million SMEs



**Ready to make an
impact?**

Join the Pesewa Franchise
Programme today.