

DASH CYCLING AFRICA

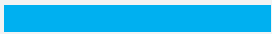
—MEET-UPS, ACTIVATIONS, CYCLING, TV & RADIO

PROPOSAL FOR MARKETING DASH CRYPTO CURRENCY IN SOUTH AFRICA.
(BRANDING, EVENT ACTIVATIONS & DIGITAL MARKETING)

Prepared by: Brandspark Advertising & Xperien IT Asset Management
Prepared for: Dash Community
Description: Proposal for DASH marketing, South Africa 2018
Version: Version 1
Date: Dec 2017

The DASH logo is rendered in a bold, blue, italicized sans-serif typeface. The letters are closely spaced, and the 'D' features a distinctive horizontal bar that extends to the left, creating a sense of motion and speed. The logo is positioned on the right side of the document, partially overlapping a white diagonal band that cuts across the background.

EXECUTIVE SUMMARY



PROJECT:	DASH South Africa ‘Evolution’ Campaign 2018
DURATION:	12 months
ELEMENTS:	Cycle race events branding & activations, digital marketing, DASH conference, DASH meetups
COST:	USD \$ 550,000.00
REQUIRED:	USD \$ 335,636.81
CAMPAIGN VALUE:	USD \$1,000,000.00

Established in1999, Xperien is an IT Asset Disposal company in South Africa with existing marketing channels, clients, dealer networks ,end-user customers, cycling team & community. They are leaders and pioneers in 2 niche industries, as well as early adopters of cryptocurrency. As a company they see the potential and want to advance the adoption of DASH in South Africa.

We therefore proposes to drive the adoption of DASH by incorporating DASH messaging and branding across a mix of media platforms.

ABOUT XPERIEN

Xperien (Pty) Limited is the African leader in Secure IT Asset Disposal (ITAD) services.

Establish 14 years before government passed data protection legislation PoPI Act 6 of 2013. Xperien took on thought leadership and developed the local industry for ITAD.

We are the largest distributor of refurbished IT hardware and owners of the brand CRS certified refurbished systems.

www.xperien.com



XPERIEN IT ASSET MANAGEMENT

Xperien

WHY SOUTH AFRICA?

- It is the economic hub of Africa
- Has a population of 54.9 million
- Contributes over 50% of continent's GDP
- It is the digital hub of Africa
- As well as the financial capital of Africa
- Over the last 6 years the trading of crypto currencies has exploded in SA
- On a survey taken, more than 70.79% saw crypto as the future currencies of choice
- In the same survey more than half of those not trading crypto currencies said lack of knowledge was their only withholding factor
- S.A has become more tech Savvy with wide adoption of mobile payments.

AFRICA IS TECH SAVVY

The relationship between South Africa and cryptocurrencies is one that reflects the strides made in crypto currency adoption.

The community in South Africa has grown significantly with several startups creating innovative new solutions using cryptocurrency and block chain technology, thanks mostly to a friendly regulatory environment for fin-tech innovation.

“The popularity of cryptocurrencies has increased tremendously in South Africa, and with the weakening rand it’s a great investment option – giving returns of between 6-15% per month,”

Jacques Serfontein, BitMart CEO



CRYPTOCURRENCY IN SOUTH AFRICA

Do you own cryptocurrency?

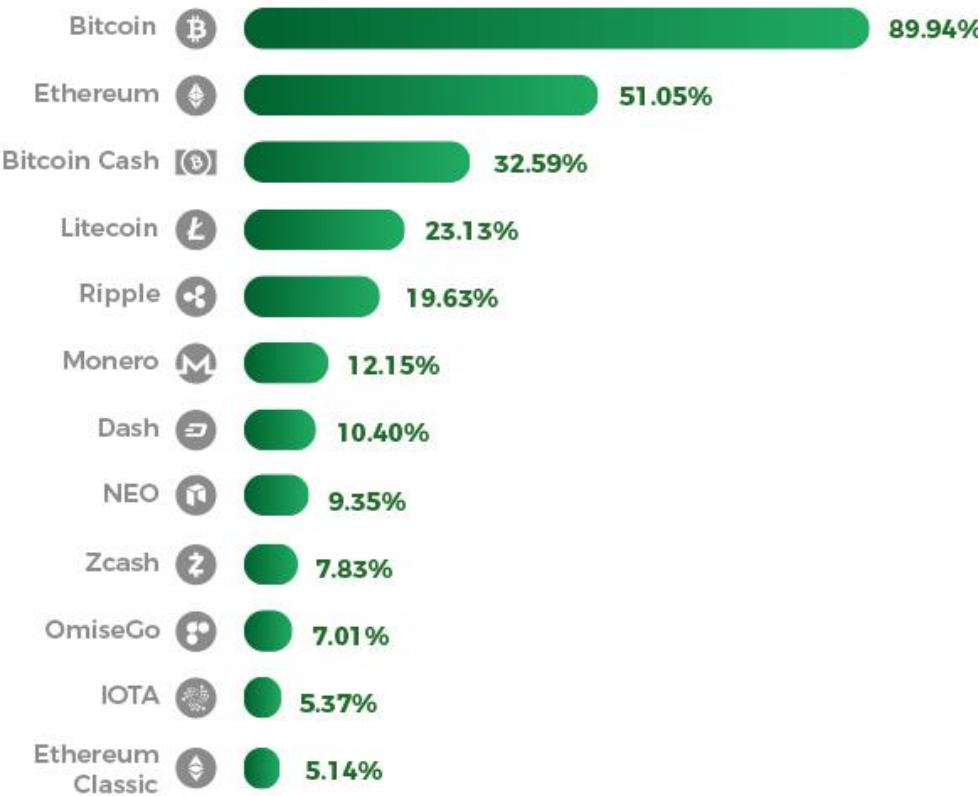


53.57%

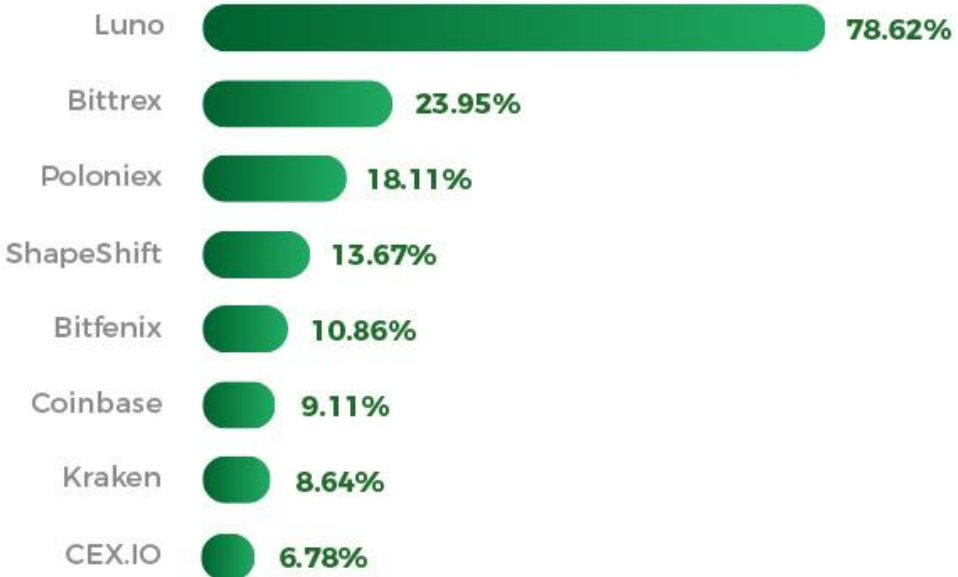


46.43%

Which cryptocurrencies
do you own?



Which cryptocurrency exchanges
do you use?





One of the biggest issues facing crypto currency adoption in Africa is lack of knowledge and education. As with all new innovations, there is a learning curve and the cryptocurrency world can be a foggy minefield, even for those who are actively using it.

We therefore propose to take DASH and put it at the forefront for those wishing to learn more and participate. Africa is largely a cash-based society with a simplistic model but it is also full of resources, potential and has shown that it easily adapts to technology

THE OPPORTUNITY

THERE IS GREAT POTENTIAL FOR CRYPTO CURRENCY IN AFRICA. AS IT'S A MONETARY SYSTEM FOR THE UNBANKED, IT'S SECURE, LESS CORRUPTIBLE, AND IT CAN CREATE A NEW MONETARY SYSTEM, WHERE THERE'S NO LONGER A DEPENDENCY ON BANKING AND FINANCIALS.



Africa has twice more Mobile Money accounts, than the rest of the world combined.

OUR ENGAGEMENT PLATFORMS



1. MEETUPS & ACTIVATOR TRAINING

The community will host meetups the night before the race, events will be used to recruit more team member, train the marketing activator and start the DASH conversation.



2. CYCLE PELETON & RACE VILLAGE ACTIVATIONS

20+ cyclists in branded gear, in a peloton racing over 100km. Branded gazebo, banners, 15 activators in exhibition stand educating & helping those wanting to sign up or learn more.



3. DIGITAL MARKETING

DASH will be a visible sponsor on our website, Facebook page and office. We will have DASH focused Facebook, Twitter and Instagram accounts as well.



4. BRANED CONTENT CRYPTO CONFERENCE

Our creative director & public relation team will use the hype of the cycling team to generate content for the media. Mid 2018 we plan to host a conference on cryptos & blockchain

MEDIA COVERAGE

Cycling events are covered on Supersport (DStv), which has over 8 million subscribers. Most races are live streamed and images are available across many platforms. Cycling has high participation and spectator numbers in SA.

OUR CYCLING COMMUNITY

Xperien Team Cycling consists of employees, family, customers & friends, all bound by the love of cycling. We use WhatsApp groups to engage and plan for our race meets. We also use the Xperien FB, G+ & Twitter for publicity.

ROAD CYCLING EVENTS

Major towns have marathons cycling marathon and many corporates sponsor teams for the branding and activation opportunities.



WHY CYCLING?

Experiential Cycling a leisure & tourism pastime is experiencing explosive growth in South Africa It is the darling of the traditional media. Cycling is the new golf. Participants are aged between 25 - 55 of higher LSM.

Cape Town Argus is the world's largest timed cycling event. Participants & spectators contribute an extra \$50 million to the city coffers on race day weekend and attracts around 500,000 tourists

HOSTED MEET UPS

Meet ups will be held the day before racing events. We will host them in Johannesburg, Cape Town, Durban, Sun City and Pretoria -all when cycling enthusiasts are in town.

We will invite them to join DASH CYCLING AFRICA. The community attracts participants from around world to compete in prominent marathons These race days create a common bond and an opportunity to merge interests, talk about cryptos, cycling and educate them about DASH, its use cases and adoption.



DASH ROADSHOW

The sessions will also be used to train the “Marketing Activator”, these are temporary staff employed in each of the 6 cities to educate cyclists and spectators on the ease of opening a wallet, transactions and effectiveness of using DASH as a cash remittance utility.

XPERIEN IT ASSET MANAGEMENT

CYCLE PELETON & RACE VILLAGE ACTIVATIONS TV, RADIO

The creative director will use our cycling team & community to create content that our public relations consultant will use to engage TV, radio, print & digital media.

We have established channels with the traditional media already and these will be utilized for the DASH promotion.

The general theme will be DASH CYCLING AFRICA – spread the message “**Send Money Home**”

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XPERIEN IT ASSET MANAGEMENT



BRANDING & ACTIVATION

Our goal is educational awareness branding and media campaigns, to position DASH as preferred currency for Africa's \$34 billion USD Mobile Money market.

This market consists of 278 million accounts and 210 Fintech companies. This fragmented market is still in its infancy with banks & mobile phone companies fighting for regional domination and represents phenomenal potential for market penetration and a wider adoption of DASH.

RACE VILLAGE ACTIVATIONS

15 activators will interact with spectators and riders that queue at our stand for a “free massage”. While they wait they will be surrounded by DASH branding and trained activators that will educate them about DASH and ease of use.

The Race Village attracts traditional media, cycling has a healthy media following. We will setup our product activation gazebo alongside global brands like “Coca Cola and Nestle”.



EDUCATION
Lack of knowledge hinders many people from trading crypto currencies



AWARENESS
Dash is 3rd most popular crypto currency in SA. Our aim is to make it number 1 in Africa



BRANDING
Branded gazebos, pop up banners, flyers, T-shirts



ACTIVATION
Educate, promote DASH and present the opportunity for very safe, fast and cost-effective cash remittances.

DIGITAL MARKETING

Our target market will be those in the corporate world and tech savvy youth. Our aim is to make them aware of the simplicity, speed and security of sending money through the DASH network.

Xperien also has a network of its own, which it will use to promote DASH through a direct message campaign to 2000 corporate clients, 6000 CRS resellers and 10,000 End-users.

Activations at the race village during each racing event will not only allow spectators to gain knowledge about Dash but also register and download wallet claim free cash.

XPERIEN IT ASSET MANAGEMENT



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SOCIAL AND ONLINE

DASH Cycling team expansion through social media campaign. On top of the 20 Xperien riders already Dash branded, We will run a social media “Join our cycling team” campaign. Our aim will be to use social media to gain more riders to our team as it is said that cycling is a team sport, everyone needs a team just like they need CASH! sorry I mean DASH!!!!!!!!!!!!!!

CRYPTO CONFERENCE

Xperien has, over the last 10 years, provided thought leadership to the IT Asset disposal industry in South Africa. The experience has enabled us to create channels and to promote new ideas and products.

Our recent conference on [Cyber Crimes, PoPI & ITAD](#) gives us the experience we need to hold a major event ABCD : Africa, Blockchain, Crypto Currency & DASH.

Presenters and speakers from USA, Europe & Asia as well as DASH representatives will be given the platform to educate and inform the public about DASH, how it works and its potential.

XPERIEN IT ASSET MANAGEMENT



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DASH KEYNOTE

The aim is to reach the corporate world and also the tech savvy teens, those looking for alternative income, those unemployed, those wishing to learn about crypto currencies and multiple use cases. Basically to open South Africa and hopefully Africa up to DASH.

CYCLING IS THE NEW GOLF

It is the darling of our traditional media, TV, Radio & print clamouring for a piece of the action, making our public relations effort more effective.

ACTIVATION AND HYPE OPPORTUNITY IN 2018

Date	Location	Event	Km	Spectators	Media
25 Feb	Johannesburg	Training	60	1000	Social
11 Mar	Cape Town	Cape Cycle Tour	105	200,000	TV
25 Mar	Johannesburg	Training	60	1000	Social
08 Apr	Johannesburg	Emperors Classic	98	10,000	Print
29 Apr	Durban	Aquella Tour	105	100,000	TV, Radio
06 May	Johannesburg	Training	60	1000	Social
19 Aug	Johannesburg	Training	60	1000	Social
26 Aug	SunCity	Bestmed Classic cycle4cansa	103	10,000	Print
21 Oct	Pietermaritzburg	Amashova classic	106	100,000	TV, Radio
28 Oct	Johannesburg	Training	60	2000	Social
04 Nov	Pretoria	Tshwane classic	98	50,000	TV, Radio
18 Nov	Johannesburg	Telkom 94.7	94.7	250,000	TV, Radio

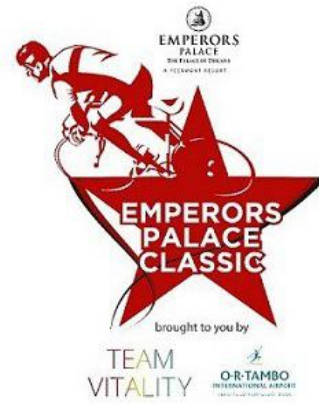


11 MAR
2018

CAPE TOWN CYCLE TOUR

www.capetowncycletour.com

- 35 000 rider entries
- 250 000+ spectators
- **Televised and live streaming event**



25 MAR
2018

EMPERORS PALACE CLASSIC

<http://www.emperorsclassic.co.za>

- 5 000 rider entries
- 20 000+ spectators
- **Televised event**



29 APR
2018

DURBAN AQUELLE TOUR

<http://www.tourdurban.co.za>

- 5 000 rider entries
- 50 000 + spectators
- **Televised event**



26 AUG
2018

BESTMED CYCLE4CANS

<https://www.cansalostcity.co.za>

- 3 000 rider entries
- 5 000 + spectators



21 OCT
2018

AMASHOVA CLASSIC

<https://www.cansalostcity.co.za>

- 5 000 rider entries
- 50 000 + spectators
- **Televised event**



4 NOV
2018

TSHWANE CYCLE CLASSIC

<http://tshwaneclassic.co.za>

- 5 000 rider entries
- 50 000 + spectators
- **Televised event**



18 NOV
2018

TELKOM 94.7 CHALLENGE

<http://www.cyclechallenge.co.za>

- 30 000 rider entries
- 300 000+ spectators
- **Televised and live streaming event**

TEAM XPERIEN CYCLING CYCLE EVENTS 2018

20 sponsored Xperien riders will participate in each of the following, they will be fully branded in Dash/Xperien gear. We will also have extra riders from our social media cycling team recruitment campaign.



Plus 5 training days at the cradle of mankind cycling community.

PROJECT TEAMTEAM

Project team consists of 81 members with relevant experience and reputations spanning 3 decades. Our achievements include but are not limited to, developing 2 niche IT industries in South Africa.

We are skilled in bringing new products and services to market. Other skills that could benefit DASH include thought leadership seminars and industry development.

Our professionals include Xperien CEO, Xperien MD, IT Public relations MD, Brandspark MD, 50 x Product Marketing Activators and of course 20 core cyclists.

PROJECT TEAM	
Wale Arewa	Project Manager
Bridgette Vermaark	Team Ambassador
Thabang Moye	Marketing Executive
Kevin Bird	Creative Director
Isobel Chaura	Executive assistant
Simbiat Adeyemi	Research Assistant
Alvin Peacock	Strategic Direction
Ivor van Rensburg	Public relation

MARKETING ACTIVATORS		
Johannesburg	x 10	Temporary Staff
Pretoria	x 10	Temporary Staff
SunCity	x 10	Temporary Staff
Cape Town	x 10	Temporary Staff
Pietermaritzburg	x 10	Temporary Staff
Durban	x 10	Temporary Staff

CYCLISTS			
Wale Arewa	Dylan Van der burg	Gillian Mead	Charmaine van Wyk
Bridgette Vermaark	Raees Jada	Remember Mkansi	Lungelo Hlakane
Alvin Peacock	Ipfi Nekhubvi	Wandele John	Rafiek Jada
Thabang Moye	Hilton Kholokholo	Kiran Govind	Sannah Gaothaerwe
Tyrone Vermaark	Charles Bamusi	Lesedi Phasha	Sedick Ganchie
Ethan Vermaak	Neo Damans	Rapula Mgwako	Lesego Moeketsi
Duane Petersen	Dele Akintola	Sibangiseni Sbu Mthembu	Solly Mahlong



PICTURES GALLERY

Xperien Team Cycling has been participating in Cycle Marathons at major cities throughout South Africa since 2014. We ride for fun and to create exposure for our chosen charity.





BENEFITS

- Tech savvy consumer base, looking for entrepreneurial opportunity.
- \$34 Billion Fragmented Mobile Money market
- Cycling events and highlights are covered on SuperSport channels on DSTV has over 8 million subscribers.
- Both Cycling and crypto are regularly in the news.

PROJECT BUDGET

This is a full costing for DASH Cycling Africa, the mod conference cost will form part of the phase 2 proposal.

This will enable us to run a 10 month campaign through cycling activations, media coverage, meet-ups and extensive TV and radio promotion.

RACE & ACTIVATION COSTS	Mobilisation	Training & Activation 1	Cape Town	Emperors palace	Training & Activation 2	Durban Aquele	Training & Activation 3	Conference spend	Training & Activation 4	Cycle4cansa (SunCity)	Amashova Durban	Tshwane Classic	Joburg 94.7	TOTALS RAND	TOTALS USD
DATE RACE / TRAINING + ACTIVATIONS		25-Feb-18	11-Mar-18	25-Mar-18	08-Apr-18	29-Apr-18	06-May-18	July	19-Aug-18	26-Aug-18	21-Oct-18	04-Nov-18	18-Nov-18		
RACE REGISTRATIONS	R -	R -	R 10 800,00	R 8 300,00	R -	R 9 500,00	R -	R -	R -	R 8 000,00	R 8 000,00	R 8 000,00	R 11 500,00	R 64 100,00	\$ 4 930,77
			R 10 800,00	R 8 300,00		R 9 500,00				R 8 000,00	R 8 000,00	R 8 000,00	R 11 500,00		
ACTIVATIONS	R 45 391,00	R 5 000,00	R 43 000,00	R 39 000,00	R 5 000,00	R 39 000,00	R 5 000,00	R -	R 5 000,00	R 39 000,00	R 39 000,00	R 39 000,00	R 39 000,00	R 342 391,00	\$ 26 337,77
Booking event gazebo space	R -	R -	R 12 000,00	R 8 000,00		R 8 000,00		R -		R 8 000,00	R 8 000,00	R 8 000,00	R 8 000,00		
Gazebo setup & accessories	R 2 000,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Tables, Counter & Chairs	R 4 392,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Camera	R 5 999,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Shipping Activations materials & Van, Driver & Petr	R -	R 2 000,00	R 2 000,00	R 2 000,00	R 2 000,00	R 2 000,00	R 2 000,00	R -	R 2 000,00	R 2 000,00	R 2 000,00	R 2 000,00	R 2 000,00		
Vechicle branding	R 30 000,00														
Meetup room hire & catering			R 20 000,00	R 20 000,00		R 20 000,00				R 20 000,00	R 20 000,00	R 20 000,00	R 20 000,00		
Recruitment and training of activators			R 6 000,00	R 6 000,00		R 6 000,00				R 6 000,00	R 6 000,00	R 6 000,00	R 6 000,00		
Travelling costs for activators	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R -	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00		
GIVE AWAYS	R 75 715,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R 75 715,00	\$ 5 824,23
Leaflets x 10,000	R 7 840,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
T-shirts x 1000	R 38 427,50	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Baseball caps x 1000	R 29 447,50	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
TRAVEL	R -	R 12 000,00	R 164 237,90	R 20 000,00	R 12 000,00	R 105 360,00	R 12 000,00	R -	R 12 000,00	R 20 000,00	R 107 520,00	R 20 000,00	R 20 000,00	R 505 117,90	\$ 38 855,22
Airfares	R -	R -	R 118 800,00	R -	R -	R 72 360,00	R -	R -	R -	R -	R 74 520,00	R -	R -		
Car hire	R -	R 4 000,00	R 14 437,90	R 12 000,00	R 4 000,00	R 12 000,00	R 4 000,00	R -	R 4 000,00	R 12 000,00	R 12 000,00	R 12 000,00	R 12 000,00		
Petrol x 300km	R -	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R -	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00		
Transfer 20 bikes + 2 gazebos	R -	R 5 000,00	R 28 000,00	R 5 000,00	R 5 000,00	R 18 000,00	R 5 000,00	R -	R 5 000,00	R 5 000,00	R 18 000,00	R 5 000,00	R 5 000,00		
ACCOMMODATION	R -	R -	R 142 175,00	R 86 700,00	R -	R 92 640,00	R -	R -	R -	R 92 540,00	R 92 640,00	R 45 930,00	R -	R 552 625,00	\$ 42 509,62
11 double rooms	R -	R -	R 100 925,00	R 59 400,00	R -	R 65 340,00	R -	R -	R -	R 65 340,00	R 65 340,00	R 32 780,00			
5 single rooms	R -	R -	R 41 250,00	R 27 300,00	R -	R 27 300,00	R -	R -	R -	R 27 200,00	R 27 300,00	R 13 150,00			
RACEDAY PREPARATION	R 5 700,00	R 11 143,00	R 41 143,00	R 35 143,00	R 11 143,00	R 41 143,00	R 11 143,00	R -	R 11 143,00	R 41 143,00	R 41 143,00	R 41 143,00	R 35 143,00	R 326 273,00	\$ 25 097,92
Race food , Water & Ice	R -	R 4 000,00	R 8 000,00	R 8 000,00	R 4 000,00	R 8 000,00	R 4 000,00	R -	R 4 000,00	R 8 000,00	R 8 000,00	R 8 000,00	R 8 000,00		
First Aid Kit	R 5 700,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Race suppliments	R -	R 2 143,00	R 2 143,00	R 2 143,00	R 2 143,00	R 2 143,00	R 2 143,00	R -	R 2 143,00	R 2 143,00	R 2 143,00	R 2 143,00	R 2 143,00		
Food allowance	R -	R 5 000,00	R 25 000,00	R 25 000,00	R 5 000,00	R 25 000,00	R 5 000,00	R -	R 5 000,00	R 25 000,00	R 25 000,00	R 25 000,00	R 25 000,00		
Bikes service	R -		R 6 000,00			R 6 000,00		R -		R 6 000,00	R 6 000,00	R 6 000,00			
STAFF & OUTSOURCED LABOUR	R -	R 41 000,00	R 54 000,00	R 41 000,00	R 41 000,00	R 54 000,00	R 41 000,00	R -	R 41 000,00	R 41 000,00	R 54 000,00	R 54 000,00	R 54 000,00	R 516 000,00	\$ 39 692,31
Casual hire staff for activations x 10/5	R -	R 8 500,00	R 17 000,00	R 8 500,00	R 8 500,00	R 17 000,00	R 8 500,00	R -	R 8 500,00	R 8 500,00	R 17 000,00	R 17 000,00	R 17 000,00		
Support & Administation staff x 5	R -	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R -	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00		
Videographer	R -	R 13 000,00	R 13 000,00	R 13 000,00	R 13 000,00	R 13 000,00	R 13 000,00	R -	R 13 000,00	R 13 000,00	R 13 000,00	R 13 000,00	R 13 000,00		
Sport Therapist - Free massage to attractive riders	R -	R 4 500,00	R 9 000,00	R 4 500,00	R 4 500,00	R 9 000,00	R 4 500,00	R -	R 4 500,00	R 4 500,00	R 9 000,00	R 9 000,00	R 9 000,00		
OUTDOOR BRANDING	R 35 429,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 0,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 62 929,00	\$ 4 840,69
Gazebo one off cost + sides (2)	R 27 994,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Pull up banners (2)	R 2 997,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Harp banners (2)	R 1 938,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Laptops rental, insurance & Wi-Fi	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R -	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00	R 2 500,00		
CYCLING KIT 69 PAIRS	R -	R 285 972,85	R 181 894,07	R -	R -	R -	R -	R 134 260,65	R -	R -	R -	R -	R -	R 602 127,57	\$ 46 317,51
Winter : Jerseys	R -	R -	R 45 828,00	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Winter : BIBtights	R -	R -	R 52 857,47	R -	R -	R -	R -	R -	R -	R -		R -	R -		
Winter : Jackets	R -	R -	R 83 208,60	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Summer : Jersey Short sleeve	R -	R -	R -	R -	R -	R -	R -	R 30 780,00	R -	R -	R -	R -	R -		
Summer : BIBshorts	R -	R -	R -	R -	R -	R -	R -	R 45 161,10	R -	R -	R -	R -	R -		
Summer : Wind/Rain Jackets	R -	R -	R -	R -	R -	R -	R -	R 58 319,55	R -	R -	R -	R -	R -		
Summer : Gloves	R -	R 16 988,49	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Summer : Socks	R -	R 11 325,66	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Optional Kit : Helmets	R -	R 51 909,26	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Optional Kit : Cycling shoes	R -	R 165 165,83	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Optional Kit : Sunglasses	R -	R 14 157,07	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Optional Kit : Water bottles	R -	R 11 325,66	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
Optional Kit : Towels	R -	R 15 100,88	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -	R -		
MANAGEMENT & OUTSOURCED SERVICES	R -	R 142 400,00	R 130 400,00	R 130 400,00	R 130 400,00	R 130 400,00	R -	R -	R 130 400,00	R 130 400,00	R 130 400,00	R 130 400,00	R 130 400,00	R 1 316 000,00	\$ 101 230,77
Management fee	R -	R 53 800,00	R 53 800,00	R 53 800,00	R 53 800,00	R 53 800,00			R 53 800,00	R 53 800,00	R 53 800,00	R 53 800,00	R 53 800,00		
Public relations	R -	R 21 500,00	R 21 500,00	R 21 500,00	R 21 500,00	R 21 500,00			R 21 500,00	R 21 500,00	R 21 500,00	R 21 500,00	R 21 500,00		
Creative Director	R -	R 37 000,00	R 25 000,00	R 25 000,00	R 25 000,00	R 25 000,00			R 25 000,00	R 25 000,00	R 25 000,00	R 25 000,00	R 25 000,00		
Print Media Advertising	R -	R 19 500,00	R 19 500,00	R 19 500,00	R 19 500,00	R 19 500,00			R 19 500,00	R 19 500,00	R 19 500,00	R 19 500,00	R 19 500,00		
Dollar fluctuations		R 10 600,00	R 10 600,00	R 10 600,00	R 10 600,00	R 10 600,00			R 10 600,00	R 10 600,00	R 10 600,00	R 10 600,00	R 10 600,00		
Total in USD														R 4 363 278,47	\$ 335 636,81
DASH rate to USD															\$ 1 000,00
Refund proposal fee															5
Total in DASH															341

KEEPING THE COMMUNITY INFORMED

Should the community approve our proposal we will approach this project with the same love we have for cycling and we will provide monthly progress reports via:

- **DASH forum #project updates &**
- **DASH Nation discord #proposal evaluation**

We intend to keep the wider community informed on all events, developments and all thing via our established social media channels.



DASH SA FACEBOOK PAGE
All event information will be posted here.



SA TWITTER ACCOUNT
Members will be able to ask questions and receive timely responses.



INSTAGRAM ACCOUNT
Pictures of all events, team members and activations will be posted here.



XPERIEN WEBSITE
Information on Dash, team members, and future events will be available here, as well as contacts.



THANK YOU

Thank you, DASH community for taking time to consider our pre-proposal.



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JOHANNESBURG, SOUTH AFRICA

XPERIEN IT ASSET MANAGEMENT