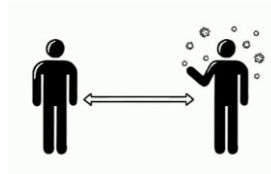


16 April 2020

PRESS RELEASE!

INDIGENT CUSTOMERS NOW HAVE ACCESS TO **FREE USSD** OPTION FOR FREE BASIC ELECTRICITY TOKENS!



SOCIAL DISTANCING IS IMPORTANT!

Utilities World and its partners have come up with an offer to assist all Municipal and Eskom Indigent customers during the South African Covid-19 lockdown period.

We initially launched with a USSD service which attracted standard rates for the user. We have since progressed the service and we are happy to announce our zero-rated service. Yes, it's **FREE!**

Our ***130*869#** allows prepaid electricity customers to access the FREE USSD service on their mobile phones and with a few easy steps, request and receive their Free Basic Electricity token. This is done from the safety and comfort of their own homes. This is a part of our contribution towards the efforts to slow the pandemic.

The service is automatically activated for all Municipalities, Metro's and Eskom to whom Blue Label Telecoms / Cigicell provide a third-party service, we only require your buy-in to advertise it to your customers. Within a day or two we will be sending you marketing collateral to use on your social media platforms to make your community aware of the service being offered and to encourage them to use it. What is fantastic is that your community members that are serviced by Eskom benefit from this too.

This service is offered **FREE OF CHARGE** to you the Municipality as well as Eskom and will run as such for the period of the LOCKDOWN in whichever form it takes.

Both the standard rated USSD string and the new free one will run in conjunction so there is no risk that anybody who used the standard rated one and continues to do so will be compromised.

Should you have any questions or require clarity with regards to this service please contact your local Utilities World Area Sales Manager or send your enquiries to us on sales@utilitiesworld.co.za



UTILITIES WORLD MANAGEMENT TEAM!

Partnered with:

