



*Listen
up*

*You could be on
your way to earning
loads more green...*

Someone's listening to you





Business Opportunity
Introducing Vox

Opportunity on your stoep

Are you looking for something more in your life? The chance to start your own business? A way to supplement your income? The opportunity to improve your quality of life? With debts mounting and costs continuing to outstrip earnings, “just getting by” is no longer an option for South Africans.

Vox offers you the opportunity to take control of your life and change your financial future. With the support and backing of AltX-listed Vox Telecom you can now choose independence and financial freedom.

Vox offers you a new way to live your life. Imagine living your life without debt or financial worries, where your family has the freedom to do what they want, when they want? Imagine starting your own business without having to leave your current job or without the usual associated financial risks? Imagine having more income and time for what matters most?

The Vox business opportunity is for you, whatever type of business you want to start.



Opportunity

1 noun | a chance to progress or for advancement

Start a Part-time Business:

- Supplement your income
- Whenever you have time
- Finally afford that new car

Start a Full-time Business:

- Change your life
- Become financially independent
- Finally afford that new house

South Africa's leading alternative telecommunications company

Vox Telecom Limited is the leading alternative, independent telecom operator, providing voice and data services to the southern African market. The company is listed on the AltX, a division of the JSE, and currently has a market cap of over R2 billion.

The group has over 10 years experience in the Telecommunication (Telco) Sector and aims to provide cost-effective, innovative telecommunications solutions to consumer and business customers whilst ensuring the delivery of outstanding customer service.

Vox Telecom has offices located in Johannesburg, Durban, Cape Town and Pretoria in South Africa as well as in Windhoek, Namibia.

Four companies in the Vox Telecom stable.

Telecommunications

1 noun | electronically imparting or interchanging of thoughts and opinions



DataPro



For more information about the group and its subsidiaries, visit www.voxtelecom.co.za



Change

| noun | to make the future different from what it is or from what it would be if left alone



Choose

| verb | to select the preferential opportunity

The question is... are you ready to make the change?

Vox can help you live your life just the way you imagined it to be, the only question facing you now is “Are you ready to make the change?” Vox is changing the way people do business. It’s a career that anyone can do - you don’t need a degree in telecommunications or experience in the business world to get started. You just need to be ready to change your future!

The power of us

In order to be financially successful in life you need to choose independence and financial freedom. The South African economy is perfectly positioned for entrepreneurs. By starting your very own part-time business you can create the lifestyle that you want. Vox offers you a flexible business opportunity that allows you to work as your schedule allows. You don’t need a telecommunications background because Vox offers you a tried and tested, turnkey solution that puts you on the road to success.

With no large capital investment required (only R500 to get started!), 24/7 support, comprehensive support and training, and no inventory to maintain, you now have the chance to own your Vox business.

In an age where we are bombarded from all angles with advertising messages, the power of us is growing. The power of us is people, friends, family, colleagues, etc. talking to each other about products and services. Word-of-mouth is powerful because people (South Africans, in particular) are social; we like to talk to each other and pass on stories, good or bad. Think about it. If a trusted friend tells you how good a movie, hotel, book, chocolate bar, etc. is, you are much more likely to act on that recommendation more quickly than if you saw an advertisement. This is because your friend is a source you can believe and trust and the “indirect experience” they have provided has made your decision to purchase easier.

The same principle applies to telecoms products and services, except that, because the decision is generally more complex and important, and because the involvement in the decision is usually higher, the “word-of-mouth” recommendation is potentially much more powerful.

Word-of-mouth marketing is always relevant and timely, it is driven by customer needs and it grows exponentially. You tell a story to five people, they each tell it to five more, who tell it to five more after that. All entrepreneurs understand the principle of leverage. Vox appreciates that by harnessing the power of referral marketing, and rewarding all entrepreneurs, your success and geometric growth is

inevitable. If one was offered R100,000 or 1 cent doubling every day for a month most people would pick the former, however, it would be a mistake as the latter adds up to R10,737,418 in a 30 day month and R21,474,836 in a 31 day month!

The sales and marketing plan works via a concept called referral marketing or direct selling. What this means is that Vox provides the platform for entrepreneurs to start their own business from home, with a low start up cost, as well as the marketing, product, services and training support to earn additional income immediately.

And the best part about your Vox business is that you have desirable telecommunications products and services to sell. Internet connectivity and low-cost telephone calls are services that everyone wants...and needs!

The Vox difference

With Vox you are connected to a national network of support, advice and business expertise. You will receive advice and training from Vox, after which you will have access to an extensive range of telecommunications products and services.

With Vox you are supported by a sales and marketing plan that allows you to be in control of your own business. Vox's support also includes high quality, value-for-money, cutting-edge products and services that are the foundation of your business.

In an information age and where telecommunications have become essential to survive and succeed, Vox continuously conducts extensive research and development dedicated to creating cost-effective and cutting-edge products and services that allow you to build your business.

The Vox Community

The Vox Community is all about South Africans, red-blooded, rainbow-nationed, people-loving, pride-filled, free-living South Africans, to be exact. The Vox Community is a group of South Africans who believe in themselves. Individuals who want to change their destiny and take control of their lives.

Vox is about you, your family, your friends and, more importantly, your business. Vox is by your side every step of the way. We believe in you and your future! We understand that time is money and that you need all the help you can get, so we provide you with comprehensive training, marketing material and advertising guidelines, business and selling tips, 24/7 support, quality products and services, and a trusted brand name.



Difference

noun | a significant change in or effect on a situation



Community

noun | a network of people sharing common interests and ideas

Shop online

One of the many benefits of joining the Vox Community is the access you receive to our Partner Network, namely, the Vox Shop. Vox has leveraged the brand to bring you unbelievable prices on major brands like LG, Tedelex, Whirlpool, Russel Hobbs, and Sealy, to name a few. And all from the comfort of your home or office.

The Vox Shop is our dedicated online shopping network, offering you fantastic discounts on products such as LCD screens, cars, beds, domestic appliances, etc. Visit www.voxshop.co.za for great deals!

Giving back to the community, through The Community

One of Vox's major objectives is giving back to the community and the people. We believe in making a difference! Vox initiatives include supporting projects within local communities such as non-profit homes, schools and youth sports teams.

Our network reaches to the farthest corners of South Africa, and we are committed to listening when you need help.

The Vox pillars of support

The Vox Community ensures that there will be three main pillars in place when you start your Vox business:

- The first pillar is Vox. We recognise that you want to succeed as an entrepreneur and so we take care of the research, development, manufacture, warehousing and supply of all our high-quality products. We also carry the financial responsibility and risks associated with growing your company, as well as all the hassle of administration, IT systems and payments of compensation. As already mentioned, we pride ourself on the training and business development support that we offer you, so that you can focus on the important stuff...growing your business and making money.
- The second pillar is your line of sponsorship. This is also referred to as your upline. This line begins with the person who introduced you to the company and works upwards from there. The purpose of having such a structure in place is to make sure that you are never left to cope alone. You will always have your upline on whose experience and expertise you can draw.
- The third and final pillar is the most important pillar of your business...YOU! You will be the Managing Director of your Vox Business, so it will be up to you to decide how big you want it to grow and, of course, how much you want to earn each month.

Give

| verb | *to place in the hands of; pass*

Community

| noun | *a network of people sharing common interests and ideas*

The Vox portfolio

Our cutting-edge range of products and services includes voice over Internet (VoIP) telephony, broadband options such as ADSL, 3G and iBurst, direct international dialling, and online faxing, to name a few. All of the Vox products and services make use of the latest technology so that you can make money and your customers can save money.

More is on the way, including Vox Mobile and Vox Centrix...but we'll tell you about that closer to the time. In the meantime have a look at our current suite of products.

Dial-up

- Vox Mahala (less than 3 hours a month on the net)
 - There are no contracts
 - There is no monthly subscription
 - You get an @vox.co.za mailbox
 - There is a webmail facility which allows you to access your email from anywhere when travelling
 - Vox Mahala is ideal for low-usage Internet access and as a backup for your existing service
 - Requirements:
 - PC and modem
 - Starter pack costing R50
- Vox Dial (between 3 and 6 hours a month on the net)
 - R75 per month
 - You get an @vox.co.za mailbox
 - There is a webmail facility which allows you to access your email from anywhere when travelling
 - Vox Dial is the most basic way to connect to the Internet and perfect for new Internet users
 - Anti-spam filter
 - Requirements:
 - PC and modem
 - Starter pack costing R50

Broadband

- ADSL (more than 6 hours a month on the net)
 - Always-on connectivity
 - Faster surfing and download speeds
 - Offered in 1GB increments
 - Use phone and Internet simultaneously
 - Requirements:
 - ADSL-enabled line
 - ADSL modem or router





- Wireless Broadband Products (mobile Internet)
 - iBurst
 - Vodacom 3G/HSDPA

Voice

- Vox ADSL Phone (requires a working ADSL line)
 - Fixed line VoIP phone worth R3000
 - Allows carrier selection and compliments existing Telkom service
 - Reduces outbound calls by up to 30%
 - You receive rebates (money back) on inbound calls
 - No contracts
 - Requirements:
 - ADSL line
 - Once-off product pack costing R300
 - Services on phone include:
 - Caller Line ID (CLI)
 - International packages
 - Call forwarding
 - Call waiting

Other

- Vox Fax
 - No more lost faxes
 - Send faxes to your email mail box
 - Free inbound faxes
 - Savings on outbound faxing
 - Send fax and attachments from your email
 - Requirements:
 - Starter pack costing R50

Coming soon

- Vox Centrix (coming soon)
 - Centralised PABXs for SMEs
 - Call forwarding
 - Extensions
 - Voice mail
 - Cost savings
- Vox Mobile (coming soon)
 - The future of telephony
 - Mobile Internet wherever you go
 - Affordable calls

Portfolio

1 noun | a set of pieces of collected work

The time of savings is here

Because Vox is a business built on a network of entrepreneurs like yourself, we don't have to pass on the high costs of store fronts and rentals to the customer. On top of that, our products and services are at the cutting-edge of telecommunications, which means that customers no longer have to rely on traditional (and expensive) ways of connecting and communicating with friends, family and colleagues.

With products and services like the Vox ADSL phone, customers can save up to 50% on telephone calls. And with product packs like Vox Mahala, anyone and everyone now has access to the Internet and email at an affordable price.

Yes, but how do I make money?

As a Vox Dealer, you can earn income by retailing Vox products and services, as well as from the commissions paid to you direct from Vox as a result of the volume of product sales through your Vox business.

So each time one of the members in your network purchases products or services from Vox – whether for their own personal use or customer sales – it is recorded as a sale for their business as well as for yours! At the end of each month you will earn rebates and/or commissions on the profit you generate from your business. Here's a bit more detail:

- Our products are annuity-based, which means once you've made a sale you receive income every month for as long as your customer uses the service.
- You receive a percentage of the profit from the sales of products to your customers, and to their customers!
 - Each product and service will help you to earn income, whether it is from selling one of the product packs or by earning annuity income from services such as the Vox ADSL Phone (that means that on every call made by your customers via the Vox ADSL Phone!).
- You receive a performance commission based on a monthly accumulation of points.
 - Each product and service has points linked to it – just like an airlines loyalty scheme, for instance. These points are accumulated monthly and the commissions are calculated accordingly.

There are four main ways to earn income.

NOTE: All scenarios are based on average customer usage and calling patterns. Average billing of R350 per customer per month. Figures are approximations and may vary.

Savings

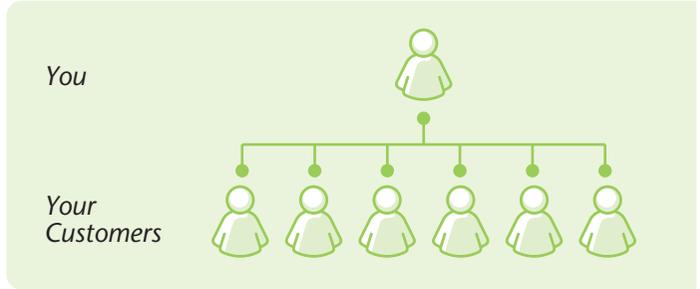
[noun] a reduction or lessening of expenditure or outlay

Income

[noun] the financial gain accruing over a given period of time

Personal Sales Rebates (customer commission)

The purpose of personal sales rebates are to reward you for selling to your friends and family. Every customer that you personally bring on board entitles you to an increasing percentage of the profit generated by your own sales. You can earn up to 30% commission on profit from sales generated by you personally.



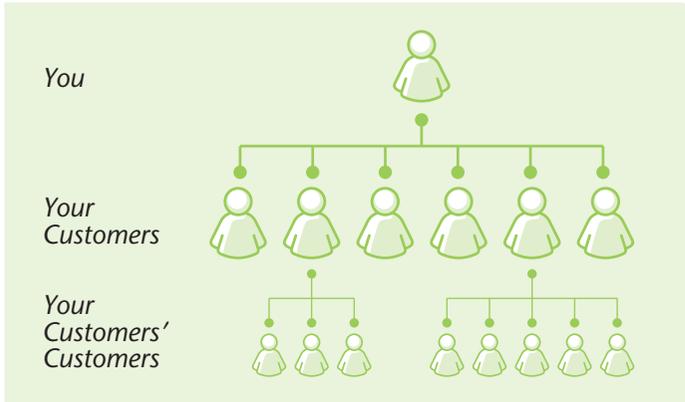
Have a look at the following scenarios:

	SCENARIO 1	SCENARIO 2	SCENARIO 3
NO: OF CUSTOMERS	10	100	1000
MONTHLY PERSONAL SALES REBATES INCOME	R300	R3 000	R30 000
TOTAL MONTHLY INCOME	R300	R3 000	R30 000

Once a customer becomes a dealer you no longer earn commissions on their personal usage, but rather on their entire network via Group Sales Rebates.

Group Sales Rebates (dealer commission)

On top of your Personal Sales Rebates, if your customers become Vox Dealers and recruit their own customers, you could earn between 3% to 13% compensation on profit from sales generated by these dealers.

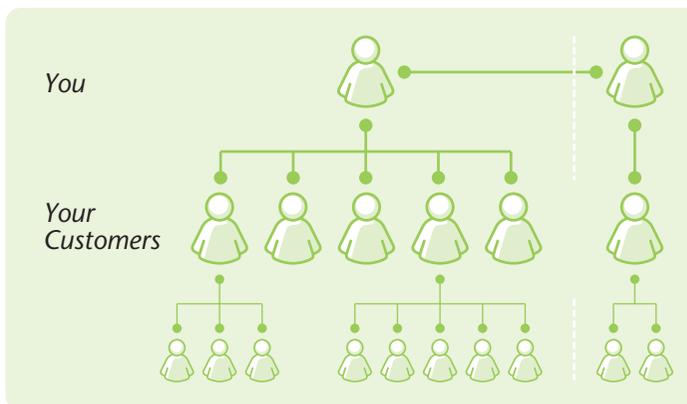


Have a look at the following scenarios:

	SCENARIO 1	SCENARIO 2	SCENARIO 3
NO: OF CUSTOMERS	10	100	1000
MONTHLY GROUP SALES REBATES INCOME	R130	R1 300	R13 000
PLUS + PERSONAL SALES REBATES	R300	R3 000	R30 000
TOTAL MONTHLY INCOME	R430	R4 300	R43 000

Performance Rebates

The larger your business grows, the more you get rewarded! And by encouraging your dealers to grow their businesses, yours grows as well. When your dealers reach a certain threshold they break away to form satellite businesses. The good news is that you will continue to earn from 3% to 8% compensation on profit from sales generated by these satellites, which includes their dealers and customers!



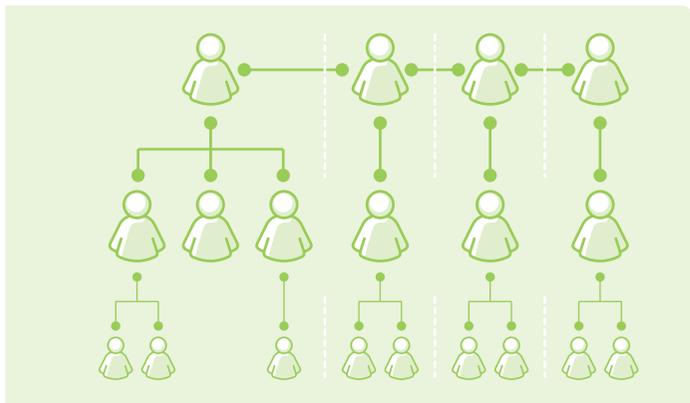
Have a look at the following scenarios:

	SCENARIO 1	SCENARIO 2	SCENARIO 3
NO: OF SATELLITES	1 satellite	5 satellites	9 satellites
MONTHLY PERFORMANCE REBATES INCOME	R800	R4 000	R7 200
PLUS + GROUP SALES REBATES	R130	R1 300	R13 000
PLUS + PERSONAL SALES REBATES	R300	R3 000	R30 000
TOTAL MONTHLY INCOME	R1 230	R8 300	R50 200

Development Rebates

Should one of your satellites develop one of their own satellites, this satellite then achieves star status. In order to achieve 1 star status, you will need to develop 3 satellites, for 2 star status you will need 5 satellites, for 3 star status you will need 7 satellites and for 4 star status you will need 9 satellites.

The growth opportunities for your Vox Business are limitless – and the more you grow, the more you'll be rewarded! If any of your satellites develop their own satellites you will still earn additional income. You can then earn an additional 1% to 6% compensation on profit from sales generated by these satellites.



Have a look at the following scenarios:

	SCENARIO 1	SCENARIO 2	SCENARIO 3
NO: OF STARS	1 star	2 star	4 stars
MONTHLY DEVELOPMENT REBATES INCOME	R600	R3 000	R5 400
PLUS + PERFORMANCE SALES REBATES	R800	R4 000	R7 200
PLUS + GROUP SALES REBATES	R130	R1 300	R13 000
PLUS + PERSONAL SALES REBATES	R300	R3 000	R30 000
TOTAL MONTHLY INCOME	R1 830	R11 300	R55 600

These scenarios are simply that, scenarios, which means that you have the potential to earn much more residual income every single month!



Plan

I verb 1 a specific project or definite purpose

The Sales and Marketing Plan

Change your lifestyle

The Vox Sales and Marketing Plan is:

- Squarely aimed at entrepreneurs that choose financial freedom and independence
- Designed for South Africans, by a South African company
- Planned to cater for people that want to change their lifestyle

Low risk and low cost

You can own your Vox Business without the usual high costs and risks associated with startups. All you need to do is:

- Sign up as a registered Vox Dealer
- Agree to the Dealer Terms and Conditions

Flexibility

Through the Vox Sales and Marketing Plan, you have access to a business opportunity that allows you to work how, where and when you want. Your success depends on the amount of time and energy that you dedicate to your business. This opportunity is unique to the telecommunications sector in South Africa, and you will be empowered to:

- Earn extra income
- Work part-time, for example, on the weekends or during school holidays
- Build a full-time career and develop a business network

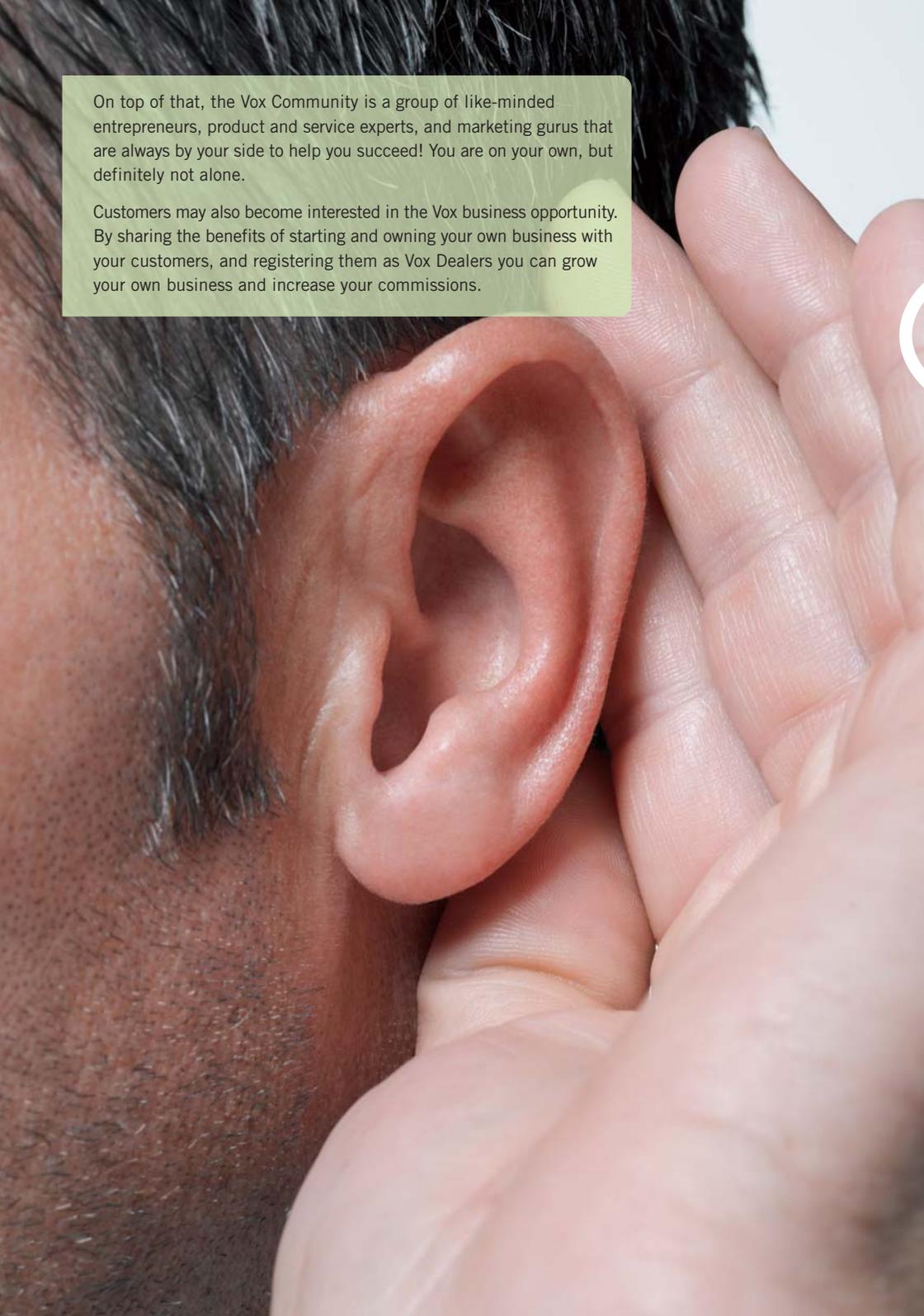
Equality of opportunity

The Vox business opportunity is open to any and all South Africans over the age of 18 years, regardless of gender, ethnicity, religion, or political or other personal beliefs.

Anyone starting a Vox business begins at the same level. Each new Vox Dealer has the same opportunity to surpass the most successful dealer, and the business opportunity is continually improved.

Products, services and The Community

The Vox business opportunity is built on a platform of desirable and high-quality telecommunications products and services that contain offerings like affordable Internet connectivity and low-cost telephone calls. The bottom line is that you will never have to worry about trying to sell ice to an eskimo!

A close-up photograph of a person's ear, which is being held by a hand. The hand is positioned behind the ear, with the fingers spread, suggesting a gesture of listening or attention. The skin of the hand and the ear is a light, natural tone. The background is dark and out of focus, showing some hair. In the top left corner, there is a light green rectangular box containing text.

On top of that, the Vox Community is a group of like-minded entrepreneurs, product and service experts, and marketing gurus that are always by your side to help you succeed! You are on your own, but definitely not alone.

Customers may also become interested in the Vox business opportunity. By sharing the benefits of starting and owning your own business with your customers, and registering them as Vox Dealers you can grow your own business and increase your commissions.



Question

| noun | an expression of inquiry that invites or calls for a reply

All your questions answered

What is referral marketing?

Referral marketing or direct selling is also known as network marketing or multi-level marketing, and is by no means confined to the online world; in fact it has its roots long before the World Wide Web. Some very large and successful companies were built, and continue to thrive on, a direct selling model.

This is how it all works: a company sells products and services via a network of entrepreneurs instead of a traditional store. This means that the company is able to sell the products and services to customers at a reduced rate because of the lower overheads, as well as the ability for the company to grow at a rapid rate! The entrepreneur also has a much lower startup cost, with the support of an established company.

The company also encourages entrepreneurs to recruit other entrepreneurs, in order to increase the capacity of the company. The referring entrepreneur then also earns commissions on the products that the referred entrepreneur sells. If the entrepreneur they referred also brings in other entrepreneurs, the original entrepreneur also receives commissions on those sales - and so on. This is the multi-level or network component of the company.

What is a downline?

Your expanding network of customers, dealers and satellite branches constitute your downline. But it's not really a "down line", it's more like a business web!

In order to build a healthy retail side to your business you need only a few customers who use your products regularly. Often your customers will include family and friends to begin with, but word-of-mouth referrals and talking to colleagues and new people you meet will ensure that your customer base grows.

What is an upline?

Vox requires that current Vox Dealers need to "sponsor" a new Vox Dealer. As Vox is built around a solid Vox Community, this ensures that new entrepreneurs always have someone to help them grow their business. Your upline, therefore, represents your direct sponsors and every person in their direct sponsored line.

Is direct selling a pyramid scheme?

No! There are some similarities between direct selling and pyramid schemes, however, pyramid schemes are illegal and there's usually no tangible product or valid service involved. Vox complies with the

Direct Selling Association (DSA) code of conduct, which means that we rely solely on product and services sales, as well as strictly excluding recruitment commission.

How can I pay for things?

Vox accepts Visa and Mastercard credit cards and debit orders.

I am concerned that you will disclose my name and email address to parties that I do not wish to receive communications from.

We have a strict NO SPAM policy and we respect your privacy and recognise your right to protection of all personal information you share with us, including your name, address, e-mail address, and telephone number. Our full privacy policy is available on our website (www.vox.co.za).

Is Vox an international company?

We are a South African company aiming at the local market.

You say that Vox provides hundreds of telecommunications products and services but don't retail via supermarkets and stores?

Exactly! Vox is a direct selling company, which means that, instead of retailing products and services through shops, they are sold via a network of entrepreneurs, direct to the end user. And these entrepreneurs retail the Vox products and services via referral to their own personal client base (people they know or meet). They do not cold-call or sell door-to-door. This means that products and services can be sold at a realistic price, as well as originating from a reliable source.

Am I right in thinking that Vox Dealers run their own businesses? They are not employees of Vox, but they receive commissions directly from the company?

Yes, Vox Dealers are self-employed people or businesses that earn their income through profit on the Vox products and services that they sell. They can also earn commissions based on the volume of sales generated by their own sales group.

I've always liked the idea of having my own business.

Most people like the idea of having their own business, but don't have the initial capital to start up. Vox, however, offers you the opportunity to start your very own Vox Business for as little as R500. You will receive an official Vox Dealer Kit containing business literature to help you start your own business. From there you will be able to



Opportunity
| noun | a chance for progress
or advancement

login to the Vox website and purchase product packs and services that are most suited to your business strategy.

Evaluating the Vox Business Opportunity

When looking at any new business opportunity, you've got to ask yourself a few simple questions:

- Are the products unique?
- Do they sell easily?
- Does the company have a solid track record?
- Can a new member make money from day one?
- Is this something I can do?

Are the products and services unique

As you have seen, these are innovative, exciting and interesting products. People fall in love with them. Internet connectivity and low-cost telephone calls are services that everyone wants...and needs! And all Vox Community members get 24/7 support from our dedicated help desk.

Do the products and services sell easily?

Vox's products sell themselves. Our cutting-edge range of products and services include voice over Internet phones, broadband options such as ADSL, 3G and iBurst, direct international dialling, virtual PBX solutions, and online faxing, to name a few. All of the Vox products and services make use of the latest technology so that you can make money and your customers can save money. Vox products and services are desirable and people buy without having to be persuaded. You show the products and people order... it's that simple.

Does the company have a solid track record?

Vox Telecom Limited is the leading alternative, independent telecom operator, providing voice and data services to the southern African market. The company is listed on the AltX, a division of the JSE, and currently has a market cap of over R2 billion.

The group has over 10 years experience in the Telecommunication (Telco) Sector and aims to provide cost-effective, innovative telecommunications solutions to consumer and business customers whilst ensuring the delivery of outstanding customer service. Vox Telecom has offices located in Johannesburg, Durban, Cape Town and Pretoria in South Africa as well as in Windhoek, Namibia.

Can a new member make money from day one?

Vox offers a compensation plan that is unrivalled. We focus heavily on ensuring that a new member can make money from day one. The sales and marketing plan ensures that even with a small customer base you can earn a regular sustainable income.

Is this something that I can do?

Well, that is a question that only you can answer. Your Vox business will require consistent work. It's not a get rich quick business. If you are lazy by nature then this is probably not for you. If you are, however, disciplined and prepared to put some effort into the business then you will succeed, whether opting for the part-time or full-time route. At the end of the day, what you put in is what you get out - as simple as that.

Contact us now!

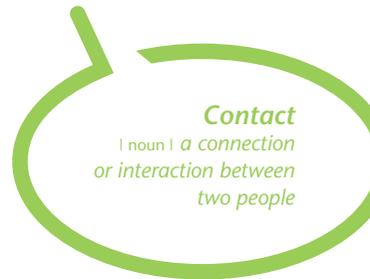
If you are interested in becoming a Vox Dealer and changing your life, then either get in touch with your sponsor (i.e. the person or organisation who introduced you) or with Vox directly.

Use any of the following contact details:

Telephone: 087 805 9111

Website: www.vox.co.za

Email: info@voxtelcom.co.za



Ready

Steady

Vox.



Vox

© 2007 Vox Telecom, All rights reserved. Vox, Vox Telecom and 'Someone's listening to you' are trademarks or registered trademarks of Vox Telecom. Other product or company names mentioned herein may be trademarks of their respective companies.

help@voxtelcom.co.za
www.vox.co.za

 087 805 9111

Someone's listening to you

 **telecom**