



# MASTER FRANCHISE PROSPECTUS

# 2026



**DigitFMS**

AFRICA

EXPANSION PROGRAM. 20 YEARS OF PROVEN  
SUCCESS. ONE OPPORTUNITY PER COUNTRY.



# EXECUTIVE SUMMARY

DigitFMS, Africa's most established and battle-tested fleet, fuel, and asset security brand, is opening its first-ever Master Franchise Licenses 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 80 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.

**A RARE AND EXCLUSIVE AFRICAN OPPORTUNITY**



# WHY AFRICA NEEDS DIGITFMS RIGHT NOW

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.

DigitFMS was engineered specifically to solve Africa's toughest challenges:

WORKS PERFECTLY IN RURAL AND URBAN AREAS

OPERATES WITH ULTRA-LOW DATA REQUIREMENTS

RUNS OFFLINE WHEN NEEDED

WITHSTANDS HARSH OPERATING CONDITIONS

DELIVERS FORENSIC-LEVEL TRACKING AND FUEL INTELLIGENCE

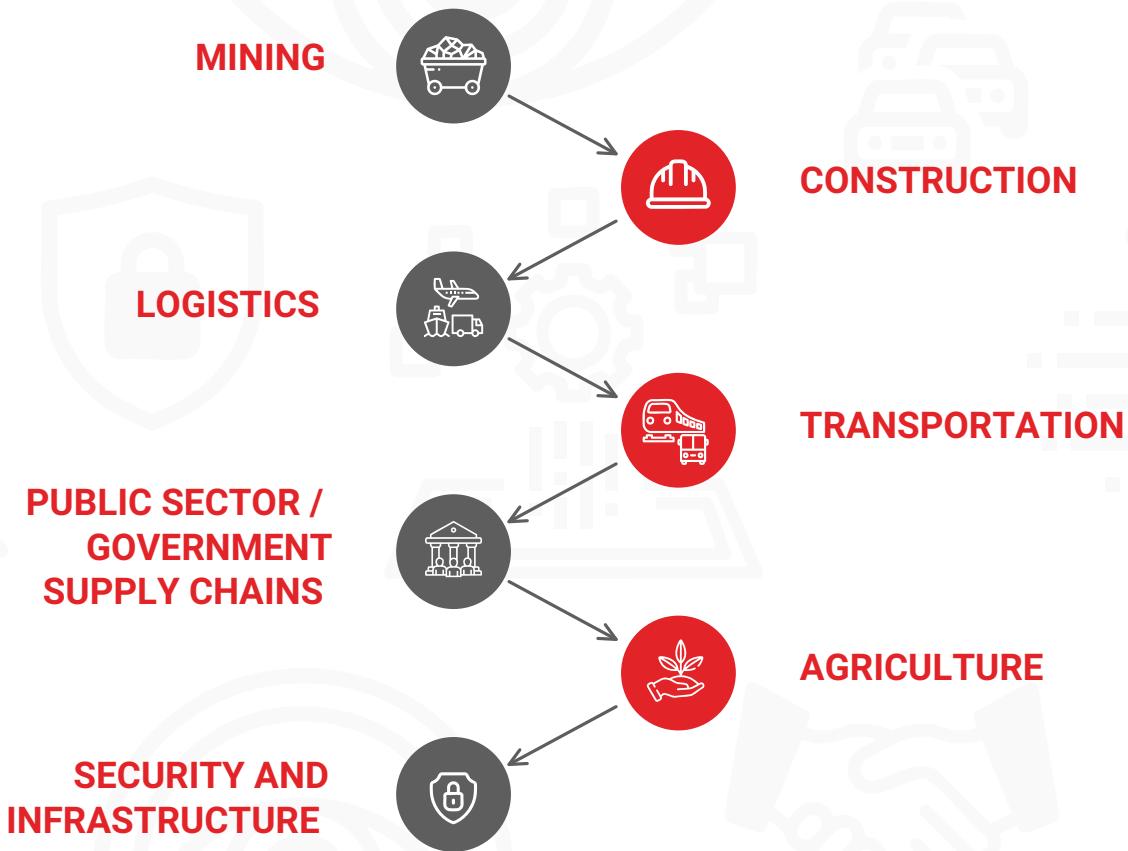
PROVIDES A FULL SUITE OF SURVEILLANCE,  
MONITORING, AND ASSET PROTECTION TOOLS

Africa is the fastest-growing market for fleet, security, and fuel management technologies. **DigitFMS** is positioned as the single most complete, robust, and African-ready solution.



# THE IDEAL MASTER FRANCHISE INVESTOR

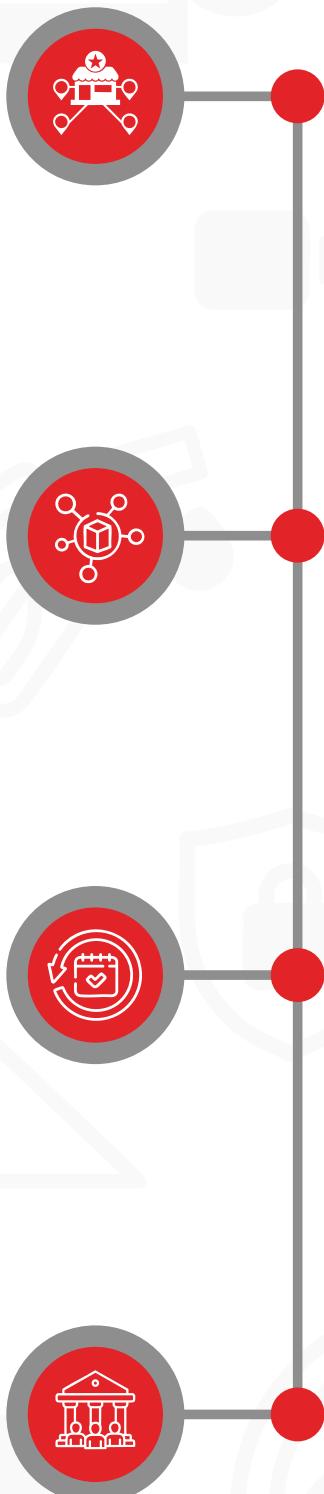
This opportunity is tailored for business investors who are already influential or established within:



DigitFMS partners best with strong local business leaders who can leverage their networks to rapidly scale national franchise adoption.

# YOUR REVENUE STREAMS INCLUDE:

As a Master Franchisee, you are not running a single outlet - you are building a national ecosystem.



## FRANCHISE SALES

Sell and onboard local DigitFMS franchises across your country in each respective territory according to market demand.

With just 10 franchise sales at ±\$45,000 each, your entire initial investment is recovered whilst these franchisee's continue to generate revenue.

## STOCK AND HARDWARE SUPPLY

Every franchise purchases their equipment through you:

- Tracking devices
- Fuel probes
- Advanced driver cameras
- CCTV systems
- Alarm and security products
- Bulk fuel management hardware
- Accessories and installation tools

You become the national distributor.

## SUBSCRIPTION AND 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
- Finance repayments

This becomes a solid, sustainable long-term annuity income stream.

## NATIONAL GOVERNMENT & CORPORATE CONTRACTS

You hold the exclusive rights to close and service large-scale national projects.



# PRODUCT SUITE INCLUDED IN THE MASTER FRANCHISE

DigitFMS offers one of the most comprehensive security and fleet technology ranges available in Africa.  
Included Product Lines:



## FLEET MANAGEMENT VEHICLE TRACKING

Advanced fleet tracking & management



## TRUCK FUEL MONITORING SYSTEMS

Real-time diesel theft prevention & bulk fuel depot control



## FLEET CAMERA SYSTEMS

AI-driven fleet camera systems for driver behaviour & cargo monitoring



## OFF-SITE MONITORING

24/7 offsite monitoring services

## AJAX WIRELESS ALARM SYSTEMS

High-end industrial and residential alarms



## CHILLI PEPPER DISPERSING

Automated non-lethal pepper defence systems



## FINACE

Inhouse Equipment finance / asset rental finance and monthly payment plans



## INSURANCE

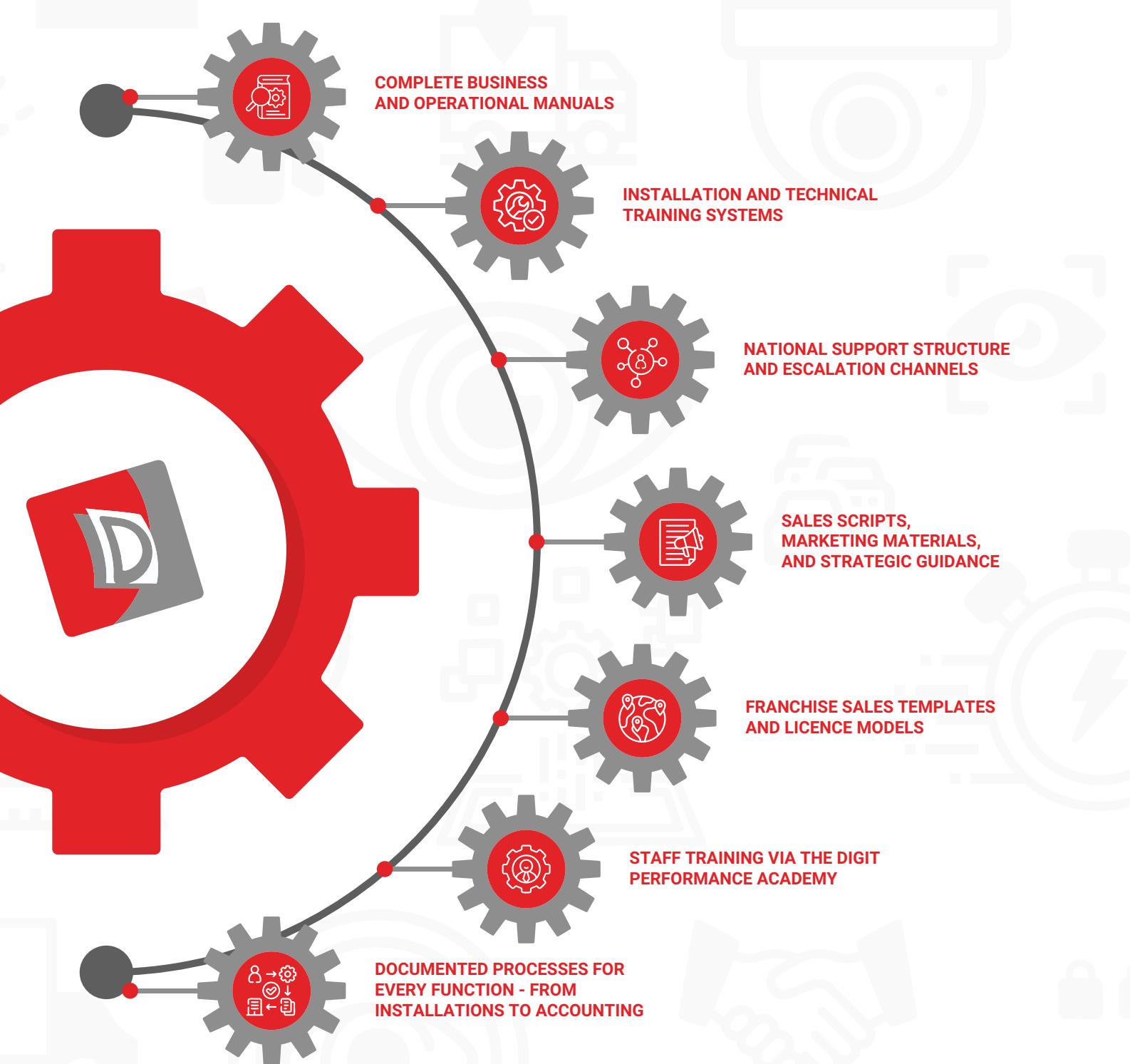
Vehicle, fleet, and goods-in-transit insurance partnerships

This diverse product suite ensures multiple revenue channels across virtually every major industry.

# A 20-YEAR "COPY & PASTE" BUSINESS MODEL

DigitFMS has spent two decades refining a franchise model that eliminates guesswork and dramatically accelerates growth.

Included in the Master Franchise:



This is a fully systemised business, ready to launch and scale rapidly in any African country.

# FULL SUPPORT PACKAGE FROM DIGITFMS HQ

The Master Franchise package includes:

## 30 DAYS IN-PERSON TRAINING

at Digit HQ in Johannesburg  
South Africa

Technical, sales, business  
operations, Finance Management  
and strategic expansion.

## TOOLS, EQUIPMENT & DOCUMENTATION

- Full installation toolkit
- Technical lab tools
- All manuals, agreements,  
and business contracts

## 12-MONTH MENTORSHIP PROGRAM

Ongoing weekly mentorship and direct  
support from Digit HQ leadership.

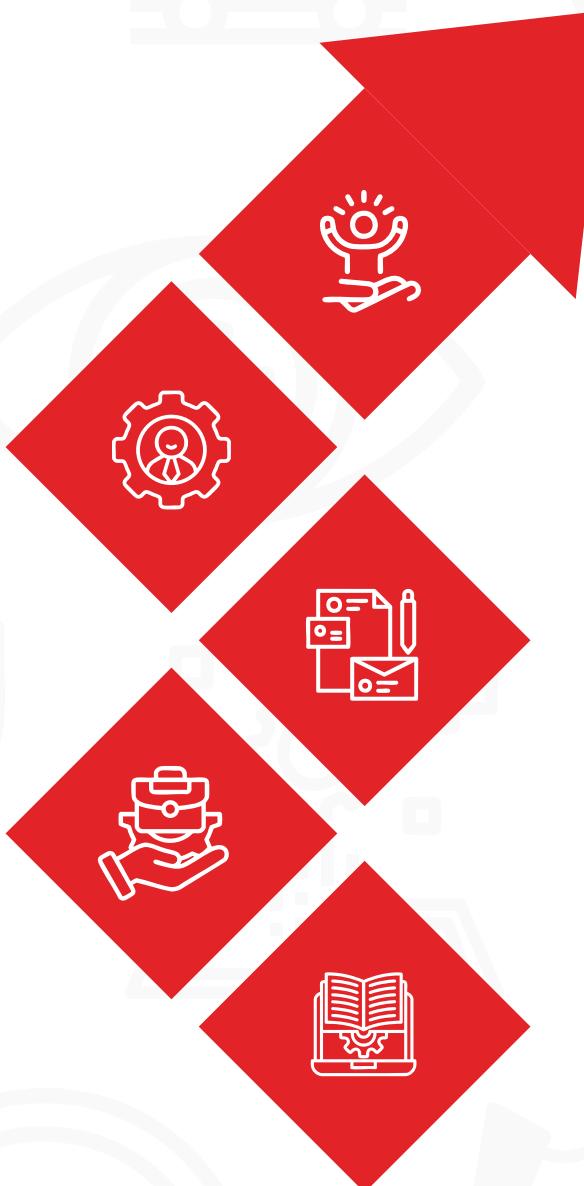
## COMPLETE BRANDING & BUSINESS SETUP

- Website & email domain
- Digital branding and marketing  
support
- Territory Brand launch marketing  
plan
- Design support for all collateral
- Social media setup and ongoing  
guidance

## AUTOMATED TRAINING SYSTEM

(DigitFMS Performance Academy)

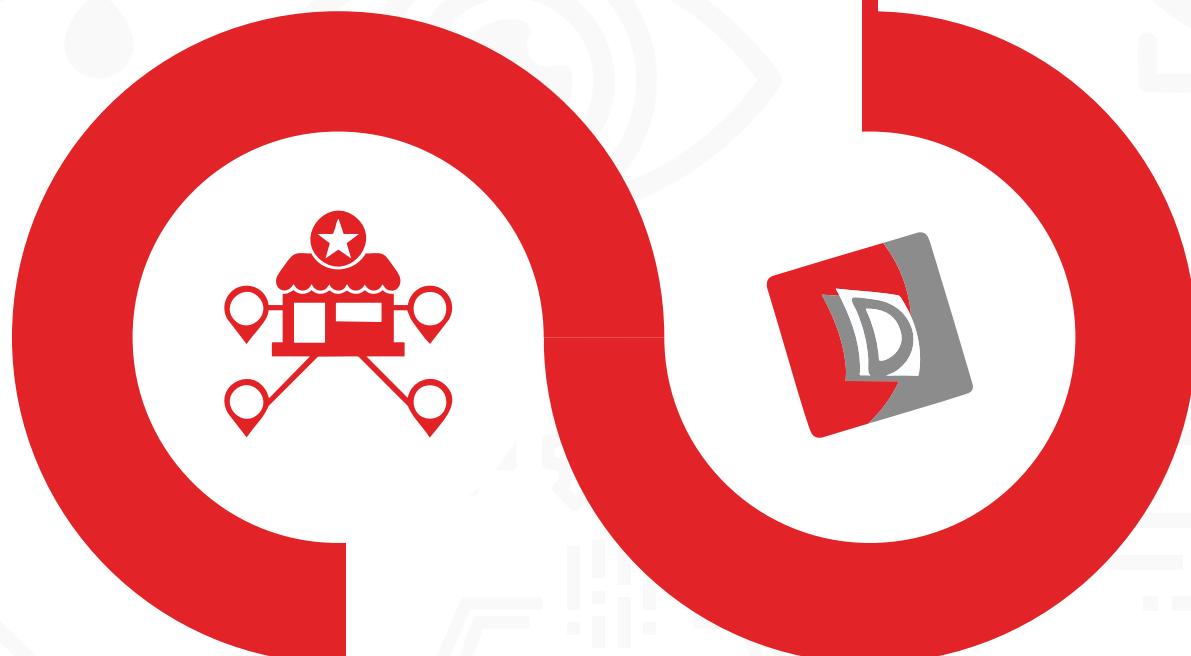
Centralised online training platform  
for onboarding local franchise staff  
and technicians.





## ROI MODEL

DigitFMS franchisees in South Africa routinely achieve ROI within 12–18 months.  
Master Franchisees typically achieve ROI significantly faster.



## NATIONAL GROWTH PROJECTIONS

Business Case Example Country Rollout Scenario:

- 10 franchisees
- 1,000 devices per franchise within 24 months
- 10,000+ active devices generating subscription fees
- Plus stock sales, installations, insurance commissions, monitoring fees, and finance income

With the Master Franchise model, your income compounds exponentially as each branch scales.

# EXCLUSIVE TERRITORY RIGHTS

The Master Franchise License includes:



- 1 100% EXCLUSIVE RIGHTS TO THE DIGITFMS BRAND WITHIN YOUR COUNTRY
- 2 EXCLUSIVE RIGHT TO BUILD AND SELL UNLIMITED LOCAL FRANCHISES
- 3 EXCLUSIVE RIGHT TO SUPPLY ALL DIGITFMS EQUIPMENT NATIONALLY
- 4 FIRST RIGHT OF EXPANSION INTO NEIGHBOURING TERRITORIES
- 5 COMPLETE BRAND PACK FOR NATIONAL ROLLOUT
- 6 ACCESS TO ALL CURRENT AND FUTURE DIGITFMS TECHNOLOGY

Once your territory is assigned, no other investor may operate in your country.

# THE DIGITFMS ADVANTAGE

DigitFMS is fundamentally different from imported tracking and security solutions.

Key Differentiators:



- 1 DESIGNED AND PRODUCED IN AFRICA FOR AFRICAN CONDITIONS
- 2 OFFLINE-CAPABLE SOFTWARE SYSTEMS THAT DON'T RELY ON INTERNET STABILITY FOR REPORTING
- 3 ULTRA-LOW RUNNING COSTS
- 4 NATIONAL SUPPORT WITH RAPID TURNAROUND TIMES
- 5 20 YEARS OF PROVEN SYSTEM REFINEMENT
- 6 OVER 100,000+ UNITS DEPLOYED IN REAL-WORLD AFRICAN ENVIRONMENTS
- 7 COMPREHENSIVE FRANCHISE AND SUPPORT INFRASTRUCTURE
- 8 TRUSTED BRAND STATUS ACROSS MULTIPLE INDUSTRIES

# HIGH-LEVEL INVESTOR REQUIREMENTS

DIGITFMS SEEKS MASTER FRANCHISE INVESTORS WHO:

HAVE STRONG BUSINESS NETWORKS

UNDERSTAND NATIONAL-SCALE OPPORTUNITIES

HAVE INFLUENCE IN MINING, LOGISTICS, SECURITY, OR GOVERNMENT

CAN ESTABLISH DISTRIBUTION, TRAINING, AND SUPPORT TEAMS

ARE COMMITTED TO BUILDING A LONG-TERM LEGACY BUSINESS

This is a strategic partnership, not a small part time business venture.

## APPLICATION PROCESS



**SUBMIT LETTER OF INTEREST + PROOF OF FUNDS (LOI)**

**1**



**STRATEGIC ALIGNMENT MEETING**

**2**



**TERRITORY ANALYSIS AND MARKET EVALUATION**

**3**



**CONTRACT SIGNING AND 50% DEPOSIT**

**4**



**ONBOARDING AND 30-DAY HQ TRAINING**

**5**



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

**6**

**ONLY ONE MASTER FRANCHISE WILL BE GRANTED PER COUNTRY.**



# CONCLUSION

## OWN THE FUTURE OF FLEET, FUEL, AND ASSET SECURITY IN YOUR COUNTRY

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 Master Franchise offers:



This is more than an investment - It is national ownership of an entire technology ecosystem.

# FOR MORE INFORMATION GET IN TOUCH

**HO:** +27 87 223 4448 **CELL:** +27 76 860 6203 (Lee Bester)  
**WWW.DIGITFMS.CO.ZA** **EMAIL:** lee@digicell.co.za | lee@digitfms.co.za  
51 Belvedere Road, Glen Austin, Midrand, 1685, South Africa

**LEE BESTER**  
**CELL:** +27 76 860 6203  
**EMAIL:** lee@digicell.co.za

**ELAINE COWLEY**  
**CELL:** +27 82 597 6616  
**EMAIL:** elaine@digicell.co.za

**RORDON COWLEY**  
**CELL:** +27 83 442 2733  
**EMAIL:** rordon@digicell.co.za

**GEORGE SEBULELA**  
**CELL:** +27 82 331 5271  
**EMAIL:** george@digicell.co.za



**SCAN ME**

