

# 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**

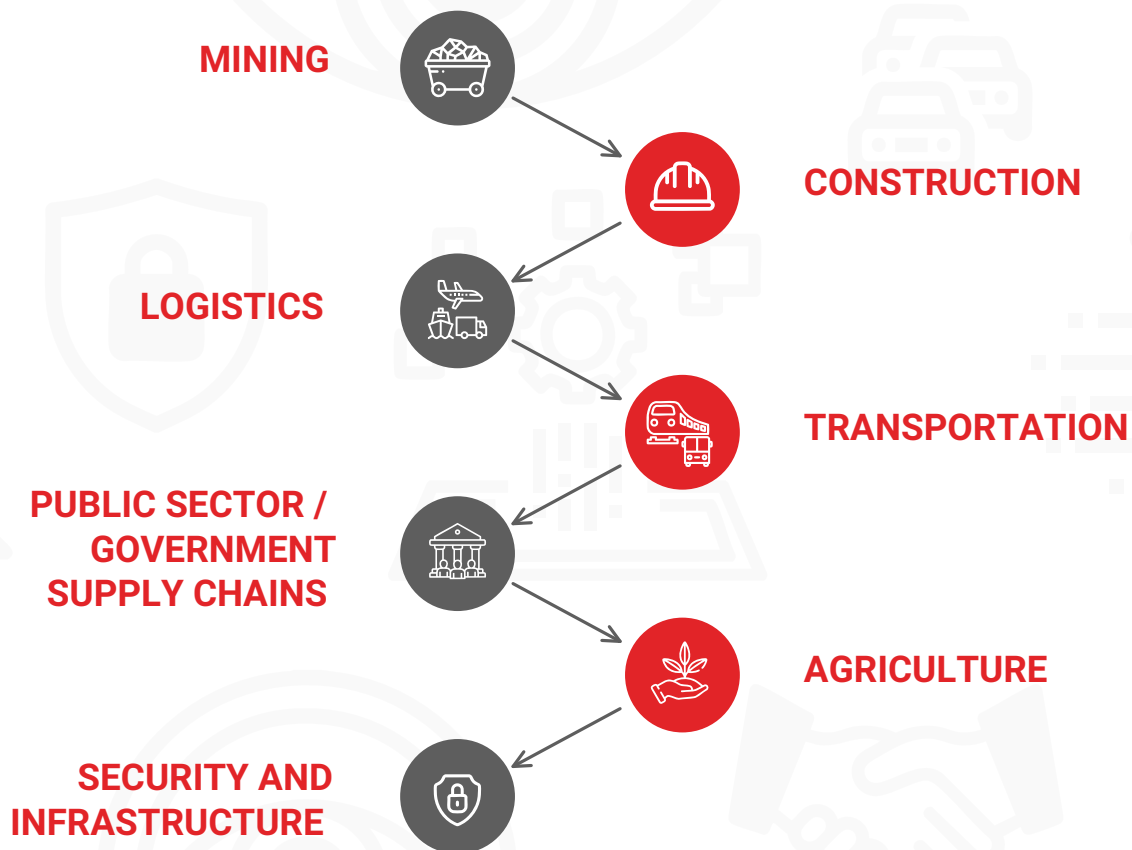
**PROVIDES A FULL SUITE OF SURVEILLANCE,  
MONITORING, AND ASSET PROTECTION TOOLS**

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

**AJAX WIRELESS ALARM SYSTEMS**  
High-end industrial and residential alarms



**TRUCK FUEL MONITORING SYSTEMS**  
Real-time diesel theft prevention & bulk fuel depot control

**CHILLI PEPPER DISPERSING**  
Automated non-lethal pepper defence systems



**FLEET CAMERA SYSTEMS**  
AI-driven fleet camera systems for driver behaviour & cargo monitoring

**FINANCE**  
Inhouse Equipment finance / asset rental finance and monthly payment plans



**OFF-SITE MONITORING**  
24/7 offsite monitoring services

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

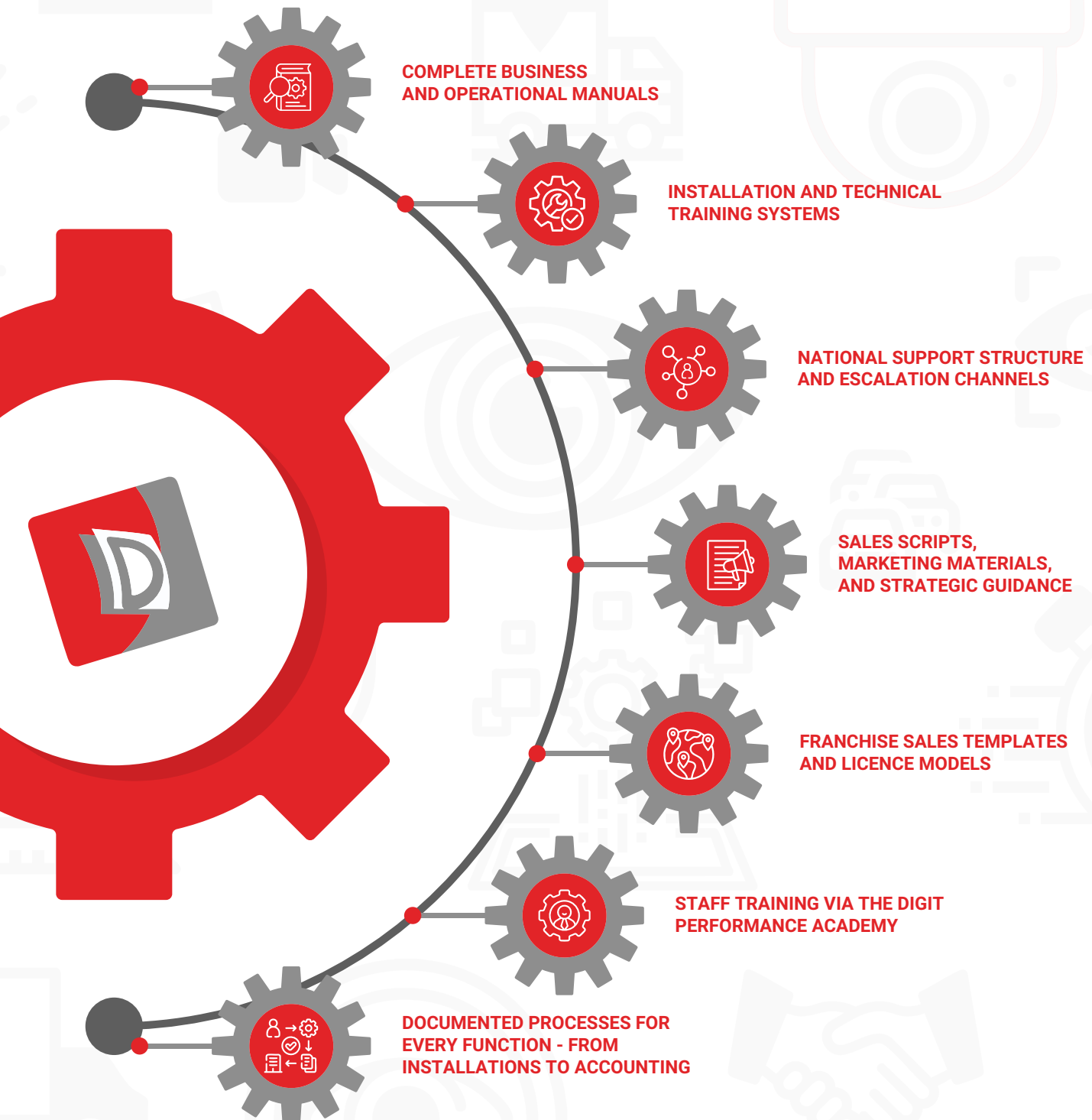


This diverse product suite ensures multiple revenue channels across virtually every major industry.

# 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

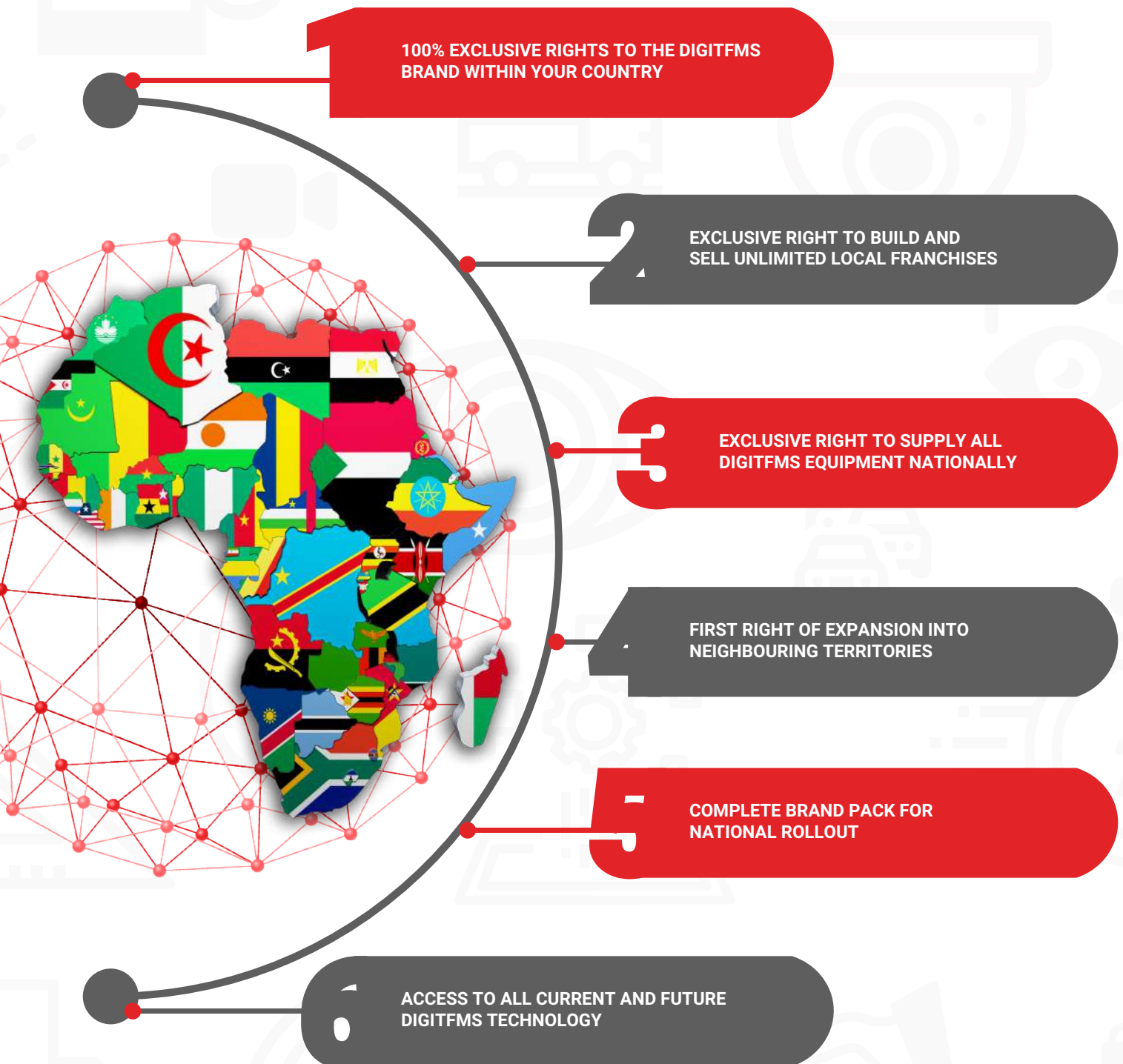
Business Case Example Country Rollout Scenario:

- 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:

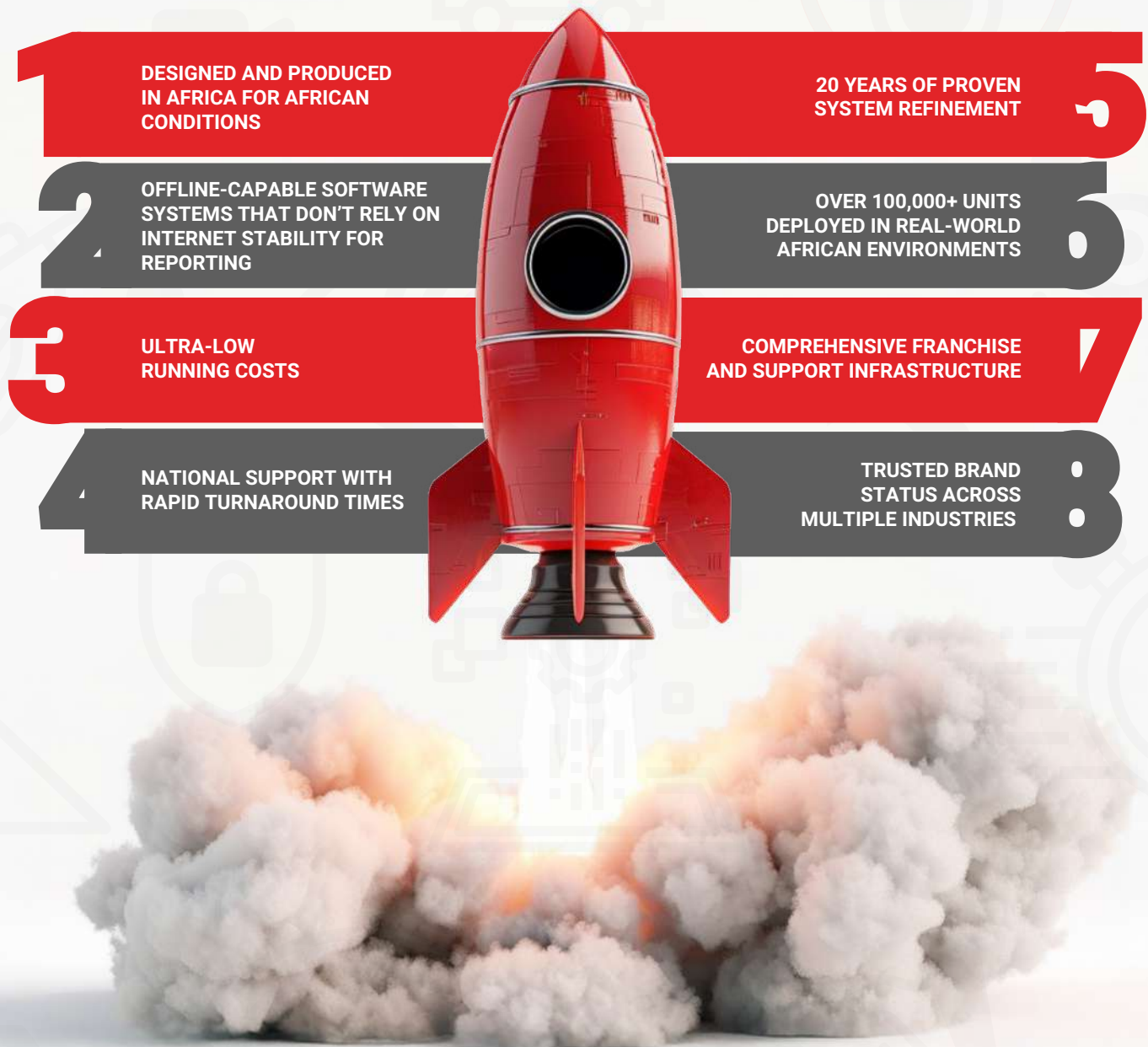


Once your territory is assigned, no other investor may operate in your country.

# THE DIGITFMS ADVANTAGE

DigitFMS is fundamentally different from imported tracking and security solutions.

Key Differentiators:



**DIGITFMS IS NOT AN EXPERIMENT - IT IS A DOMINANT, MARKET-PROVEN FORCE.**

# 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**

**2**

**STRATEGIC ALIGNMENT MEETING**



**TERRITORY ANALYSIS AND MARKET EVALUATION**

**3**

**4**

**CONTRACT SIGNING AND 50% DEPOSIT**



**ONBOARDING AND 30-DAY HQ TRAINING**

**5**

**6**

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



**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:

**A FULLY DEVELOPED,  
20-YEAR PROVEN BUSINESS**

**LOW OPERATIONAL RISK**

**A NATIONAL  
MONOPOLY**

**HIGH PROFIT  
SCALABILITY**

**MULTIPLE  
RECURRING  
REVENUE  
STREAMS**

**FULL TRAINING,  
SUPPORT, AND  
MENTORSHIP**

**MASSIVE INDUSTRY  
DEMAND**

**AN EXCLUSIVE COUNTRY  
LICENCE THAT WILL  
NEVER BE OFFERED TWICE**



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

# FOR MORE INFORMATION GET IN TOUCH

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