

## About VendTek

VendTek Systems Inc. ("VendTek") develops and licenses transaction automation system software and supporting technologies focusing primarily in the prepaid telecom and financial services industries. VendTek's products provide infrastructure to service providers, retailers and retail distributors allowing them to distribute electronic products and services with increased efficiency.

VendTek's foremost product is its proprietary eFresh™ technology. eFresh has been deployed in North America, Europe, Asia, the Middle East and Africa. The first system was deployed in 1999 making VendTek one of the world's innovators and leaders in this business. VendTek also has extensive experience in self-serve and vending systems, smart cards and payment technologies.

VendTek was founded in 1988 and became a public company listed in Canada in 1999. VendTek has an international presence with offices in Canada, China and the U.A.E and customers in the Americas, Asia, Europe, the Middle East and Africa.

## About eFresh

VendTek first introduced eFresh in 1999. Since then it has been continuously developed for new customers, new markets and new applications. Today eFresh is operating in Canada, the USA, China, the United Arab Emirates, and Sudan.

## What is eFresh?

eFresh is software which allows products and services to be distributed and sold electronically as opposed to physically. The eFresh software resides on a central server which you operate and on electronic (POS) terminals in retail locations. The combination of the central eFresh server and POS terminals with eFresh software creates a secure electronic distribution network.

eFresh creates an efficient and convenient system for distribution and inventory management which can create substantial savings as well as a new business opportunity to generate sustainable recurring revenues.

## What is eFresh SMS?

POS terminals can be cost prohibitive for some merchants while many already own a mobile phone.

With eFresh SMS, pin distribution can be done using SMS text messaging with any mobile phone.

It is a fully integrated solution using all of the eFresh functionality including managing different commission levels for merchants and distributors. It can operate along with POS, ATM, PC, and Web based distribution points.

The merchant sends a request containing the product information to the eFresh server as a normal SMS text message. The server interprets the message, locates a PIN for the requested product and send an SMS text message response containing the product and transaction details.

The request and response messages are fully customizable by the eFresh administrator using the eFresh Control Centre application.

Request messages consist of the product and value desired and optionally a phone number for pin delivery. This allows a merchant to request a pin to be delivered directly to the customer's phone. If the optional phone number is not included then the pin will be delivered to the merchant's phone and the merchant provides the pin to the customer or loads it for the customer.

## How Does eFresh SMS Work?

The merchant registers with the eFresh operator and their mobile phone number becomes their Terminal ID on the eFresh server. The merchant account can be postpaid with customizable billing or prepaid using VendTek's eFresh Cash system.

When a mobile phone requests a pin, eCommNet treats the caller ID from the SMS sender as the Terminal ID. Following that, all normal limit and balance checking that is done for terminals and merchants will proceed as for a normal e-Fresh transaction would, including e-Fresh Cash.

The response messages can consist of any field that would normally be printed on the receipt if the merchant was using an eFresh POS terminal for delivery, such as: PIN, transaction number, PIN serial number, brief instructions, etc.

A server report shows a list of available products including the product code, name and amount along with the SMS request message. This can be customized and used as promotional material for merchants so they know the request messages needed to purchase their desired products.

There is also a demo mode making it easy to show new merchants the system. If a request comes from a mobile phone that is not a registered terminal, then the response message will be a sample with the PIN:12345VOID67890.

## eFresh SMS Security

eFresh SMS messages are authenticated using the caller ID function of the mobile phone.

In addition, each phone will have an associated password that must be included with your product request message. The server will authenticate the password along with the caller ID and deliver a PIN only if the password is valid.



## Sample Request Messages:

- |                       |   |
|-----------------------|---|
| PASS 210              | Requests product 2 with \$10 value (password=PASS)              |
| 53764 LDTTDF30        | Requests product LDTTDF with \$30 value (password=53764)        |
| PASS 230 +16045553414 | Requests product 2 with \$30 value for delivery to +16045553414 |

## Sample Response Messages:

- PIN: 123456789012 LDTTDF \$30 S:123456789 B:123456 Dial \*611 to load your account
- Dial \*611 to load your account with PIN: 123456789012. Trans#0010012433 LDTTDF \$30.00 S:123456789 B:123456

### North America - Vancouver

507 - 1952 Kingsway Avenue, Port  
Coquitlam British Columbia, Canada  
V3C 1S5  
Tel: +1 604 944 6999  
Fax: +1 604 944 0812

### North America - Toronto

Suite 305 - 365 Evans Ave.  
Toronto, ON  
Canada M8Z 1K2  
Tel: +1 416 255 8897  
Fax: +1 416 255 1013

### China & Asia Pacific

1801, South Tower, SOHO Shangdu, No.8  
DongDaQiao Road, Chaoyang District,  
Beijing, 100020  
Tel: +86 10 5869 7873  
Fax: +86 10 5869 8332

### Middle East

205 Al Kheily Tower, Salam Street,  
P.O. Box:46709, Abu Dhabi, U.A.E  
Tel: +97 150 446 7751