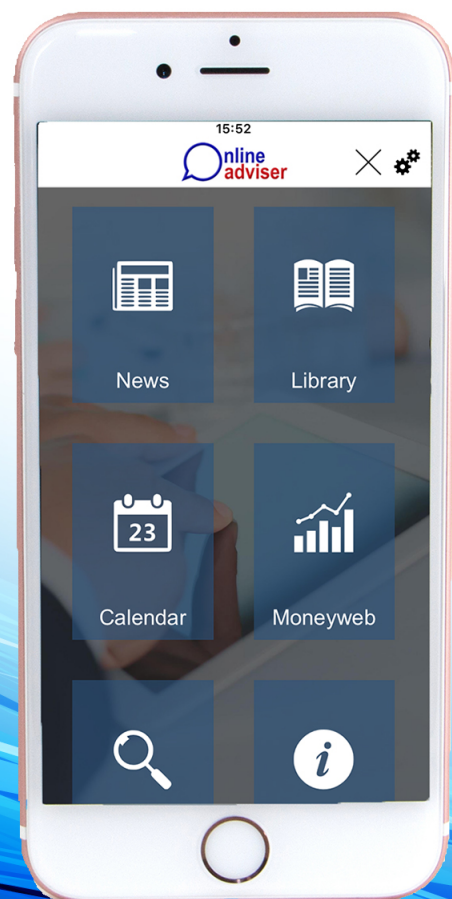




Branded App Solution



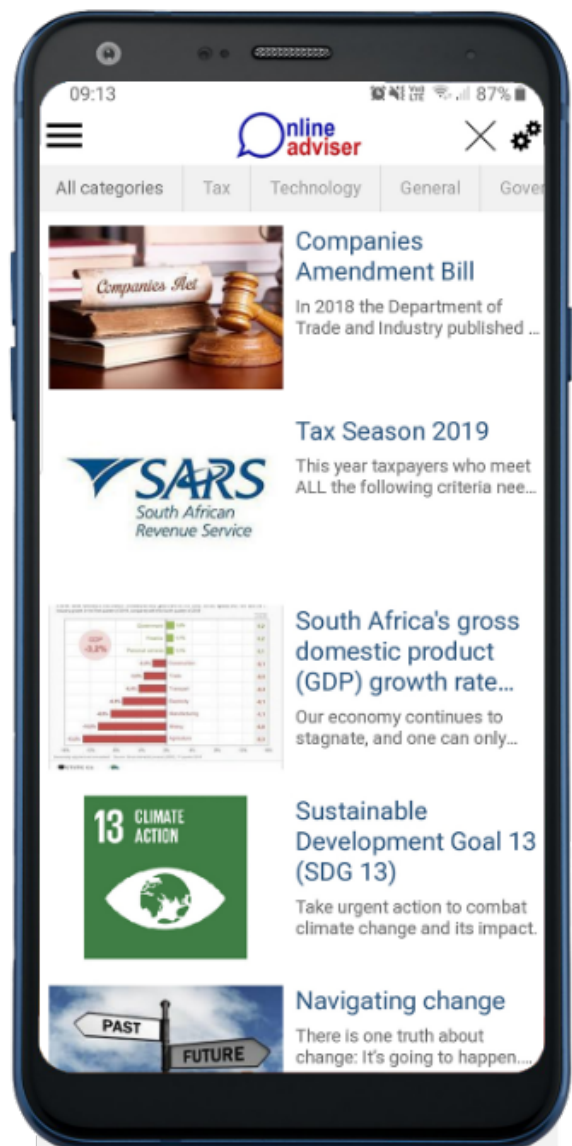
Why a mobile app?

A few reasons

- Digital landscape constantly changing, creating more opportunities
- New Normal created problems solvable by apps
- Over 50% of global web traffic is on Mobile
- 90% of Mobile use is on apps
- 3x use retention over Mobile sites
- 40% of online purchases are made via a Mobile
- 2nd Quarter 2020: 37bn app downloads (Record)

Benefits of an app

- Direct access to smartphone functionality and fully optimized
- Powerful communication tool (Push Notifications)
- Accessible offline giving 24/7 access to information
- Brand differentiator



Our new normal

A few challenges

- Communicating and informing clients
- Offering clients assistance remotely
- Becoming first point of contact for accounting related content
- Remaining visible to both current and prospective clients



How apps overcome these challenges

- Push notifications offer powerful way to directly communicate and inform your clients
- Accessible offline, apps offer 24/7 access to information for clients even when you are too busy to assist
- Creating a wealth of knowledge and content will make you the trusted provider of accounting, financial and tax information
- Apps increase your visibility to both current and prospective clients

Be visible on all platforms

Download examples on your preferred platform

App Store (iOS)



Google Play (Android)



Progressive Web Apps (Web)



Functionality & Services

Domain name (PWA)

- The PWA (Progressive Web App) is accessed via the web
- Can personalize domain name of your PWA to any of your choice
- The URL is an effective weapon in promoting your app

Content Management Systems (CMS)

- Our apps contain an easy to use CMS to create and maintain content
- Offers the ability to pull content from other sources
- Content can be categorized into categories and sub categories

News Archive and Additional News Articles

- Archive of over 200 articles for you to make use of
- Additional 4 news articles will be uploaded every month for your use
- Keep the articles in a draft format until you want to publish it for your clients to see

Tax Calendar

- Pre-populated with important tax dates, school and public holidays
- Can add custom events you might want to include
- Ensures your clients are kept updated

Library of Publications

- Organized area to keep all your Profmark publications and any other publications that you may want to include for your users to view

Search Engine

- Allows users to search through all your content using key words
- Quick and easy to use

Instant Preview

- Any changes made to the app can be viewed in real time before committing to live app
- Helps ensure correct look and feel is achieved for app design

White Labelled

- Our apps are completely white labelled
- Ensures only your brand is visible to your clients

Promoting Your App

- Access to a whole bunch of widgets and features to promote your app
- Buttons for each platform (App Store, Play Store, PWA)
- QR codes
- Automatic shares on social media

Categorization and Sorting of Content

- Multi-level categorization of content.
- Can aggregate content into menus and sub-menus, to create direct access links to certain content

Integration of External Content

- Can integrate external content via RSS feeds, a Wordpress connector or other sources
- Removes need to duplicate posting of content on multiple sources

Push and SMS Notifications

- Extremely powerful and efficient way to communicate and share content with clients
- We can set up direct pushes, scheduled pushes and SMS notifications.
- Helps keep in contact and remain visible with your clients

Statistics

- Access to usage and technical statistics to track apps performance
- It is also possible to integrate external tools: Flurry, Count.ly, Google Analytics, etc.

Why Profmark's Apps?

Why choose Profmark instead of building your own app?

Though building your own app does come with benefits, more often than not these benefits are heavily outweighed by the price as well as the time spent on creating these apps while Profmark offers you the ability to spend a fraction of the cost as well have your app developed and published in a lot shorter timeframe. If you are to choose an app through Profmark, there are a host of other benefits that will be available to you:

Support

- Profmark's team will be there to help support you even after the creation of your app
- Assisting with a general problem that has occurred, helping to assist with integration or implementation of a new feature, change of design, etc.

Publishing & Updating

- Profmark's team will handle all publishing and updating to the various stores
- Ensures that your app is always compliant with the app store guidelines
- You will never have to get your hands dirty with the submission process

New Features

- Constantly searching for new functionality and features to add to our apps which will benefit your clients
- We will alert you when a new feature is available and will assist with the implementation

Familiar with Accountants

- Profmark has been successfully servicing the professional market for over 25 years
- We are excited to be able to work with you and create your perfect app to help keep your clients informed

Modes of Distribution

How will my audience be able to access my app?

iOS - App Store

- The Apple AppStore (iOS) was the first ever app download platform to be launched
- An App on the App Store is a guarantee of quality
- Ensures a modern image for your company
- We offer downloadable apps on both iPhone and iPad

Android - Google Play

- World's most popular platform - more than 3 million Apps are available
- An App on the Google Play Store opens the doors to the world's largest community of mobile users

Publication on the Stores is a complex and tedious process. Our job is to create and distribute mobile apps. We take care of publishing your app for the first time on the stores and we also take care of the updates.

PWA - Progressive Web Apps

- The PWA (Progressive Web App) technology gives possibility to publish your app on the Web.
- It will be accesible via any terminal (mobile or computer) and with any browser
- Allows to reach a much larger audience
- To optimize your visibility and anchor your brand, it will be possible to install your domain name on the PWA.
- A lot faster and many more features than traditional mobile website

Admin Dashboard

An easy and intuitive administration tool available to you.

Easy

- Everything happens online. No software to install, you just need a computer and an internet connection
- You can create content (video, text, audio, etc.), change a menu item or send a notification in a few clicks

Fast

- Add articles (text), photos, videos, audio, forms, contact information, map points, etc.
- Everything is updated in real time

Practical

- Preview your changes live, update your app on all platforms at the same time (iOS, Android, Web).
- Notify users for a particular event, an important update or new article using customized messages

Effective

- Share your app on social networks, integrate a QR code to your advertising elements, add download buttons to your site and your email signature
- Everything is at your disposal to ensure an efficient promotion of your app.

The screenshot displays the Admin Dashboard interface. The top navigation bar includes 'Online Adviser', 'Preview', and 'Project updated'. The left sidebar contains a menu with categories like 'Dashboard', 'My app', 'CONTENT', 'DESIGN', 'Marketing', 'Statistics', 'Publish', 'Settings', and 'Add-ons'. The main area is titled 'Content list' and features a table of content items. The table has columns for Title, Date, Type/Sections, and Status. Each row represents a published article, including titles like 'POPIA Topic', 'Re-Commencement Of Companies And Close Corporations Regulatory Compliance Obligations', and 'Government's Response To The Rating Actions Of S&P Global Ratings, Fitch Ratings And Moody's Investors Service'. A '+ ADD CONTENT' button is visible in the top right of the content list area. A 'Support' button is located in the bottom right corner of the dashboard.

Title	Date	Type/Sections	Status
POPIA Topic Profmark Team 0	11/01/2020 8:00 AM	Articles News	Published View
Re-Commencement Of Companies And Close Corporations Regulatory Compliance Obligations Profmark Team 0	11/01/2020 8:00 AM	Articles News	Published View
Government's Response To The Rating Actions Of S&P Global Ratings, Fitch Ratings And Moody's Investors Service Profmark Team 0	11/01/2020 8:00 AM	Articles News	Published View
Developing Sustainable Business Models Profmark Team 0	11/01/2020 8:00 AM	Articles News	Published View
Update On The Public-Service Wage Bill Profmark Team 0	10/28/2020 5:02 PM	Articles News	Published View
Tax Revenue Performance In The Initial Stage Of The Pandemic Profmark Team 0	10/28/2020 4:59 PM	Articles News	Published View

Pricing and Subscription Structure

Tier 1 – R995 p/m (Excluding VAT)

- PWA
- Full Functionality
- 4 News articles published monthly

*Includes baseline branding

**Customisation at R650 p/h

Tier 2 – R1495 p/m (Excluding VAT)

- Tier 1
- Android App
- Any 4 of Profmark's publications

*Includes baseline branding

**Customisation at R650 p/h

Tier 3 – R1995 p/m (Excluding VAT)

- Tier 2
- iOS App
- Any 8 of Profmark's publications
- Requires Apple Developer Account (\$100 per annum)

*Includes baseline branding

**Customisation at R650 p/h

