

TruPoints — partnership summary

To Dalia & Refik Partners — 4Play (Pty) Ltd FreeByte · free-byte.com	From Brightlab / TruPoints Pretoria, South Africa	Date 06 June 2026 Re Proposed 50/50 JV
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Dear Dalia and Refik,

This is a short summary of how Brightlab sees a partnership with 4Play / FreeByte, and the next steps we propose. The full proposal letter follows separately.

How we see the partnership

A **50/50 joint venture** — a neutral SA NewCo trading as **TruPoints**, South Africa's loyalty super-aggregator and point switch.

Brightlab brings	4Play / FreeByte brings
Neutral point switch, TruPoints brand, Studio & developer API, first issuer relationships (OM Rewards, Vitality, eBucks, UCount), Eersterust community pilot, POPIA / FSCA posture, go-to-market.	FreeByte rewards engine — issuance, ledger, settlement, reconciliation. Live VAS, airtime, data and voucher integrations. USSD / SMS channels and MSISDN-based identity for feature-phone reach.

What we'd jointly build

A neutral, regulated point switch sitting between issuers, mechanics and reward rails — plus a **channel-agnostic adapter** exposing the same earn / burn / balance API across web, mobile app, USSD, SMS and agent-assisted offline. One core ledger, every South African reachable.

Two starting POCs

- **Old Mutual Rewards integration** — OM members redeem existing points into TruPoints rails (Reloadly gift cards, FreeByte data, telco airtime). 90 days, MOU to live.
- **Eersterust neighbourhood pilot, Pretoria** — 20–40 local merchants on TruPoints Studio, community wallet, members transact via USSD / SMS / web / app against the same ledger. Proves the agnostic adapter at suburb scale.

Next steps

1. Sign a mutual NDA this week.
2. Exchange capability docs (FreeByte ↔ TruPoints) and walk the build scope row by row.
3. Lock Heads of Terms within four weeks — 50/50 equity, 2+2 board, IP treatment, cash-in.
4. Stand up a shared sandbox and mobilise both POCs within 30 days.

We're excited to build this with you.

Brightlab — for and on behalf of TruPoints

Pretoria, South Africa

Confidential · Draft for discussion between Brightlab and 4Play · Not for distribution.