

<p>1. COMPANY OVERVIEW</p> <p>2. AUP (ACCEPTABLE USAGE POLICY)</p>
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1. COMPANY OVERVIEW

1.1 Legal Persona

Go2places SA (Pty) Ltd is a duly registered South African company. It has been appointed by the IP Holder, Go2places.com Ltd, a company incorporated in Mauritius, as authorized South African operator to utilize the licensed products in South Africa. Go2places is the owner and distributor of www.findfastfree.com (FindFastFree)

1.2 Find Fast Free Vision and Mission

Our vision and mission is to be the ultimate business directory destination on the web with all South African businesses listed on our database by 2008.

- we are an interactive electronic search tool and business listing company that offers a total and unique search, advertising and communications solution to our customers.
- we will be world-class when our customers say we are.
- we are more than just a "search engine"
- our area of business includes a full spectrum of electronic search facilities and advertising communications, including data, photographic uploads, "mini-website" hosting and E-Commerce enabling technologies

1.3 Value proposition

1.3.1 Overview

Find Fast Free (www.findfastfree.com) is a brand new exciting business and search facility and interactive database on the net. The product offering are two pronged:

1. It is a powerful interactive search tool that provides every business and individual consumer in the country with the most comprehensive business listings, driven by uniquely streamlined information and communication link-ups.
2. The database across which the unique filters operate is interactive and live. Businesses are able to update their "mini-website" with their product or service offering (24 / 7) making the database "real time". This compliments, and in it's offering, leads the international drive towards making the net interactive.
3. While business listings are free, the business owners/advertisers can strengthen their competitive position by purchasing the advertising space (banner and photographic representation in the photo gallery) on their specific web page as well as that of their competitors. This will create a natural advantage for the business owner/advertiser since they enjoy greater exposure to potential consumers.

The product stretches across the marketing spectrum catering for business to business", "business to consumer", "consumer to business" and "consumer to consumer".

At the highest or company level the value proposition has been defined as:

- An interactive electronic **Search Tool** and **Business Listing**.
- A **Marketing Tool** that ensures the visibility of consumer products and services to the consumer.
- A Database that is interactive, real-time, product/service specific, marketing orientated, focused and not lost in the clutter of general interest information.
- A Mini-Website for each listing that creates an opportunity for entrepreneurs and professionals to grow and advertise their business.

Since the target market has been further defined as primary, secondary and tertiary, a value proposition for each, has also been identified.

1.3.2 The Consumer/Buying power (Primary Market)

- A powerful interactive search tool that provides an immediate, comprehensive and relevant up-to-date list of local consumer goods & services.
- A database that is both local and international. The database is unique in that it is interactive (frequently updated by the advertiser (24 / 7), consumer friendly and therefore relevant and up-to-date.
- A search tool that eliminates all irrelevant information. The uniquely designed filters screen information on services/businesses/consumer products exclusively. This provides a single page solution that has eliminated the traditional multi-page information overload.
- **WYWIWYG** (pronounced **Y WE WIG**) - "**What You Want Is What You Get**".
- A search tool and interactive database solution that compliments the worldwide trend towards interactive e-commerce - **SIMPLE, EFFECTIVE, FAST and FREE**

1.3.3 The Business Owner/Advertiser (Secondary Market)

There is an estimated 1,2 million businesses that are operational in South Africa. This includes both the formal and informal sector. Find Fast Free offers free listings on its website to all of them, with just fewer than 300,000 already listed on the database. The value proposition at this level includes:

- A well defined marketing advertising strategy
- Competitive rates
- Cost effective advertising campaign
- Visible marketing/advertising activities - not cluttered, lost and astray between competitors (WYWIWYG)
- Complete infrastructure/company back-up, processes/procedures and professional support
- Design facilities: layout expertise, copy write and translation, photography and illustrations.

1.3.4 The Authorized Operator (Tertiary Market)

The business model makes provision for a network of regional and local authorized operators throughout South Africa to assist in compiling and maintaining the most comprehensive database and network of local businesses. The value proposition at this level includes:

- To be associated with a reliable and credible licensor.
- Access to a complete and comprehensive database
- Ease of operation
- Reliable, robust and secure technical systems
- Ongoing sales and marketing support as well as product training
- Complete infrastructure/company back-up, processes/procedures and professional support
- Minimal investment
- ROI (return on investment)

1.4 Find Fast Free Value System

To move toward our vision and mission, we embrace the following eight values:

- We are customer/consumer-focused and therefore driven by their needs and service requirements.
- We are performance-driven.
- We create value for our all our stakeholders, which include consumers, advertisers, employees and shareholders.
- We act with integrity in everything we do
- We value our people and their diversity
- We are committed to the success of our customers and will endeavor to make available the best service and product offerings.
- We are committed to the empowerment of both our employees and authorized operators.
- We embrace corporate governance and accept full ownership and responsibility for all our actions.

Available Internet Access to Subscription Web Services (anywhere in your local country)

Acceptable Usage Policy (AUP) for Internet Subscription Service to Go2places Network services Provided by Go2places.com Ltd, a company duly incorporated in the Republic of Mauritius (Reg.NR. 55058) hereafter generally referred to as Go2places, Findfastfree or the company or any derivative of the above

This Acceptable Use Policy specifies the actions prohibited by us in your local country as adapted from the AUP of your upstream service provider Go2places.com Ltd, the International Service Provider and owner of the Intellectual Property of the Findfastfree website, to users of the Findfastfree Services and Network. If any part or provision of this agreement or terms of use is found to be unenforceable by a court of law or any other legal entity, the remainder of this agreement and terms of use will continue to be enforced in full and be effective as if that portion or provision did not exist. Go2places Ltd of Mauritius reserves the right to modify the Policy at any time, effective upon posting of the modified Policy to this URL. By using these services, you agree to be bound by these conditions as set out below. We cannot guarantee that the use of this service will not display any unintended or objectionable content and we assume no responsibility for the content displayed in any filtered or unfiltered search results or otherwise linked to by the Findfastfree Services. Using the Findfastfree Services may produce results and links to sites that may be objectionable, inappropriate, or offensive to some users.

Limitation of Liability

We do not accept any liability in any manner whatsoever for information published by our clients, who are held solely responsible for any material they publish using our services. Findfastfree provides a service intended for personal non-commercial use. The services, results and data may not be used for any commercial purposes without the written consent of Go2places.com Ltd. You may not mirror, reformat or display Findfastfree results on your website or any other form for commercial or personal use. You are however allowed and encouraged to add a link to our website on your electronic or printed media. Automated queries, meta-search and offline searches are prohibited in every way whatsoever. Go2places.com Ltd disclaims any and/or all responsibility or liability for the accuracy, content, completeness, legality, reliability, or operability or availability of information or material displayed in the Go2places website and/or results. Go2places.com Ltd disclaims any responsibility for the deletion, failure to store, miss or untimely delivery of any information or content or material. Go2places.com Ltd disclaims any responsibility for any loss, whether be material or not, resulting from downloading or accessing any information or material on the Internet through the Findfastfree services website or other means.

Listing removal and privacy Policy

Our data is published from listings received by our clients and the general public. Although we take special care to only publish public known information, the owner of any of the listings have the option to modify his listed data or to de-list himself from the network free of charge from us. We only publish business or entity name, address, telephone and fax number for free. This information is generally considered public domain as it may already be listed in public telephone directories, advertising material or suppliers' lists available to the general public. We do not publish personal phone numbers, mobile phone numbers or email addresses, unless these numbers are

specifically provided by the owner or the listing owner, who then take full responsibility for such published information. Should any such information be published by us, accidentally or unintentionally, we will remove it immediately upon notification from the complaining party without accepting any responsibility for any damages or other losses incurred due to the information having been published on the public Internet. Under no circumstances will we sell any information to anybody other than that information which is publicly known already.

1. Illegal Use

The Findfastfree services and network may be used only for lawful purposes. Transmission, distribution, publication or storage of any material in violation of any applicable law or regulation is strictly prohibited. This includes, without limitation, material protected by copyright, trademark, trade secret or other intellectual property right used without proper authorization, and material that is obscene, defamatory, constitutes an illegal threat, or violates export control laws. Go2places.com Ltd reserves copyrights and trademarks where applicable on all material displayed or derived from the website www.findfastfree.com or any derivative of it.

2. System And Network Security

Violations of system or network security are strictly prohibited, and may result in criminal and civil liability. Go2places.com Ltd will investigate incidents involving such violations and may involve and will cooperate with law enforcement if a criminal violation is suspected. Examples of system or network security violations include, without limitation, the following:

- a. Unauthorized access to or use of data, copyrighted material, systems or networks, including any attempt to probe, scan or test the vulnerability of a system or network or to breach security or authentication measures without express authorization of the owner of the system or network.
- b. Unauthorized monitoring of data or traffic on any network or system without express authorization of the owner of the system or network.
- c. Interference with service to any user, host or network including, without limitation, mail bombing, flooding, deliberate attempts to overload a system and broadcast attacks. Forging of any TCP-IP packet header or any part of the header information in an email or a newsgroup posting.

3. Email

Sending unsolicited mail messages, including, without limitation, Make-Money-Fast (MMF) schemes, chain letters, commercial advertising and informational announcements, is explicitly prohibited. A user shall not use another site's mail server to relay mail without the express permission of the site.

4. USENET

Posting the same or similar message to one or more newsgroups (excessive cross-posting or multiple-posting, also known as "SPAM") is explicitly prohibited. A seemingly accepted number of simultaneous postings are a maximum of five (5). The posting of Make-Money-Fast (MMF) schemes is explicitly prohibited.

5. Simultaneous Logins

Username/Password combinations supplied are not transferable. It is the sole responsibility of the end-user to keep his Username/Password confidential.

INDIRECT OR ATTEMPTED VIOLATIONS OF THE POLICY, AND ACTUAL OR ATTEMPTED VIOLATIONS BY A THIRD PARTY ON BEHALF OF A GO2PLACES.COM LTD CUSTOMER OR A CUSTOMER'S END USER, SHALL BE CONSIDERED VIOLATIONS OF THE POLICY BY SUCH CUSTOMER OR END USER.

6. Notes

- **FIRST INCIDENT**
Suspension of access to the website (or username) until such time as the offending party has been notified of the breach of AUP and made aware of actions taken on Incident 2, 3 and 4.
 - **SECOND INCIDENT**
Immediate suspension of Internet website (or username). The offending party must explain in a letter (on a letterhead when a company is concerned) what measures have been taken to prevent such a breach in future, this must be signed by at least one person (in a management position if a company is concerned and if applicable also the IT Manager of the firm or institution).
 - **THIRD INCIDENT**
Immediate suspension of Internet web access (or username). A penalty fee may be levied for reconnection of web access. If the above requirements are not met within 14 days (or are not deemed sufficient), account termination will take place with immediate effect.
 - **FORTH INCIDENT**
Termination of Internet web access to the web services (or username and password).
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