

**RedPaint**

NATIONAL ROLLOUT

Early Vendor Regional Launch - Benchmarks & Launch Status

Last Updated: August 15, 2026

RedPaint opens Early Vendor Seats by region to prepare and create value so that when the first wave of users arrives in a region, they will find real value - useful local deals and content.

LAUNCH PHASES and STATUS EXPLAINED:

- **OPEN (Open Phase):** Selected businesses in specified regions across South Africa's leisure sector are invited to **take up limited regional seats**.
- **LAUNCHED (User-Onboarding Phase):** Once a region reaches its Early Vendor Benchmark, the Launch Phase for that region begins. At this stage, the Early Vendor Advantage opportunity closes - and RedPaint begins with a **focused user-onboarding campaign** for that region, through promotional channels, social media campaigns, influencer campaigns, local marketing activity, vendor QR-code participation, and vendor contacts/customer invitations. Early Vendors enjoy free use during the regional launch phase and will be notified regularly about their regions Launch Status.
- **CLOSED (Closed Phase):** Once the minimum User-Onboarding Benchmark for a region has been reached, the **launch phase is formally closed** and Early Vendors continue with a **permanent 50% discount on applicable RedPaint rates**.

Seat Availability | User-Onboarding Benchmarks | Launch Phase Status by Region

Region / Cluster Number	Region Launch Cluster	Early Vendor Benchmark: Taken/Available Seats	User-Onboarding Benchmark (minimum target before closing)	Launch Status: - Open - Launched - Closed
1	Pretoria East / Pretoria Central / Menlyn / Hazelwood / Waterkloof	22/60	3,200+	OPEN
2	Centurion / Irene / Midstream	3/40	2,000+	OPEN
3	Sandton / Rosebank / Fourways / Bryanston	4/50	3,600+	OPEN
4	Cape Town City Bowl / Atlantic Seaboard / Southern Suburbs	65	4,800+	OPEN
5	Umhlanga / Durban North / Ballito	50	3,300+	OPEN
6	Stellenbosch / Paarl / Franschhoek / Somerset West	50	2,400+	OPEN

7	Garden Route: George / Mossel Bay / Knysna / Plett	55	2,400+	OPEN
8	Ekurhuleni / East Rand: Bedfordview / Edenvale / Boksburg / Benoni	1/50	3,400+	OPEN
9	Mbombela / White River / Hazyview	38	1,600+	OPEN
10	Bloemfontein	38	1,900+	OPEN
11	Gqeberha / Nelson Mandela Bay	40	2,100+	OPEN
12	Hartbeespoort / Magaliesburg	2/30	1,200+	OPEN
13	Rustenburg / Sun City / Pilanesberg	30	1,000+	OPEN
14	East London / Buffalo City	38	2,000+	OPEN
15	Polokwane	30	1,400+	OPEN
16	Potchefstroom	40	2,200+	OPEN

Early Vendor Advantage

During the Open and User-Onboarding phases, participating Early Vendors receive:

- **Free publishing** of Special Offers, Events, Activities and Rewards
- **Free Instant and Scheduled Push Notification campaigns**
- **3,000 free user-engagement credits**

Once the regional User-Onboarding Benchmark has been reached, qualifying Early Vendors receive a **permanent 50% discount on applicable RedPaint rates**.

Your business can start benefiting immediately

Gain immediate direct access to your contacts and existing customers

By using the in-app “Share My Profile” button, RedPaint makes it easy for Early Vendors to invite their existing customers, followers, contacts, and regulars to join them on the platform.

Once they join, they can follow your business, view your profile, see your specials, events, activities, rewards, and promotions - and you can reach them through Push Notification campaigns delivered directly to their phones.

Unlike most other **content-driven marketing platforms** that relies on constant posting that disappear in overcrowded, algorithm-controlled feeds, RedPaint gives your business a campaign channel built for **easy discovery, direct engagement, better visibility, and customer action**.