



# FRESHLINQ MARKETS

## FREQUENTLY ASKED QUESTIONS

Welcome to Freshling's FAQ guide. This document provides clear answers to common questions about our services, procedures, and verification requirements. Whether you are a buyer or producer, this guide will help you navigate the Freshling ecosystem easily.

### GLOSSARY

#### **Authoritative Buyer Representative:**

An authoritative buyer representative is someone officially authorized to make purchasing decisions for a company. This person usually holds a position like manager, director, or designated purchasing agent.

#### **Business Partner Account:**

Your business partner account is your dedicated account on the Freshling trading platform. It allows you to start trading as a buyer, producer, or both at Freshling Markets.

#### **Cashier:**

A cashier at Freshling Markets is responsible for handling financial transactions with customers.

#### **Freshling Trading Platform:**

The Freshling Trading Platform is an online system provided by Freshling that allows users to buy and sell goods or services.

#### **Freshling Market Management:**

Manages facility operations to maintain customer relations, infrastructure, hygiene, and security, ensuring a safe trading environment for agents, buyers, and producers in fresh produce markets.

#### **Juristic Entity:**

A juristic entity is an organisation recognised by law as having legal rights and responsibilities, such as corporations, partnerships, or trusts.

#### **Representative:**


A representative is someone who acts on behalf of another person or organisation, often to make purchases.

#### **RSA Market Agencies:**

RSA Market Agents are registered with APAC as agents. They source fresh produce from producers, arrange its delivery to the market, facilitate sales to buyers, and manage stock requirements.

#### **Sole Proprietor:**

A sole proprietor is an individual who owns and operates a business alone, taking full responsibility for its operations and liabilities.





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### WHAT IS THE DIFFERENCE BETWEEN FRESHLINQ MARKET MANAGEMENT AND RSA MARKET AGENTS?

Freshlinq and RSA collaborate closely as one entity but also operate independently. Freshlinq has two main parts: Freshlinq Market Management and the Freshlinq Trading Platform.

#### **Freshlinq Market Management:**

Oversees facility operations to maintain cleanliness and security, ensuring a safe trading environment for agents and buyers in fresh produce markets.

#### **Freshlinq Trading Platform:**

An online system provided by Freshlinq that allows users to buy and sell goods or services.

#### **RSA Market Agency:**

Leases space from Freshlinq Market Management to store fresh produce and is regulated by APAC, overseeing agents in various Freshlinq Markets.

### REQUIRED DOCUMENTS TO START TRADING AS A PRODUCER/BUYER?

To start trading as a Freshlinq producer or buyer, you need to sign up on our Freshlinq Trading Platform. For security, we require specific documents based on whether you're a Sole Proprietor or part of a Juristic Entity:

#### **For Sole Proprietors:**

1. Proof of identification of the person making purchasing decisions
2. Proof of address
3. Proof of bank account details
4. VAT certificate (if registered)

#### **For Juristic Entities:**

1. Proof of identification of the person making purchasing decisions
2. CIPC document/company registration document
3. Proof of address
4. Proof of bank account details
5. VAT certificate (if registered)

Providing these documents helps us verify your account to level 4, ensuring smooth trading!





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### WHAT ARE VERIFICATION LEVELS?

Did you know your Freshlinq Business Partner account has different verification levels based on the information you provide? You can reach up to verification level 4 by submitting certain details and documents:

#### **Verification Level 1 Requirements:**

This level lets you start trading, deposit money, and request cash refunds from your account.

1. Name of the individual or company
2. Identification document (ID/Passport/CIPC)
3. Cellphone number

#### **Verification Level 2 Requirements:**

This level allows you to make direct EFT transfers to your Business Partner account using a unique reference number.

1. All requirements from level 1
2. Email address
3. Request an EFT Reference number from the cashier

#### **Verification Level 3 Requirements:**

This level lets you request EFT refunds.


1. All requirements from levels 1 and 2
2. Proof of bank account details

#### **Verification Level 4 Requirements:**

This level means you are fully verified in the Freshlinq Trading Platform.

1. All requirements from levels 1-3
2. Proof of residential address

### HOW DO I ADD AN ADDITIONAL REPRESENTATIVE TO MY BUYERS ACCOUNT?

1. First, please note there is a R50.00 fee for any extra or replacement tokens.
  2. Next, the authoritative buyer representative must fill out a consent form, available from the cashier.
  3. The authoritative buyer representative must confirm with the cashier that their current cellphone number is registered on the Freshlinq Trading Platform.
  4. A One Time Pin (OTP) will be sent to the authoritative buyer representative's mobile phone. Show this OTP to the cashier to receive a new token.
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### WHAT IS THE PROCESS FOR REQUESTING A NEW TOKEN?

Your first token is free. If you lose it, you can get a replacement from the cashier for R50.00. The authoritative buyer representative must give permission and will receive a One Time Pin (OTP) for confirmation.

### HOW DO I REQUEST A REFUND FROM MY BUYERS ACCOUNT?

To request a cash refund, a buyer must reach verification level 1. Cash refunds are available for amounts between R2 000.00 and R10 000.00. For larger amounts, an EFT refund is required, and the buyer must reach verification level 3. EFT refunds are available upon special request.

*\*For more information on verification levels, see our 'verification levels' section.*

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### HOW TO OPT IN TO RECEIVE WHATSAPP MESSAGES?

We usually communicate with buyers through SMS. However, WhatsApp provides more features and details, so we recommend switching to it for a better experience. To start receiving Freshlinq messages on WhatsApp, simply reply to any Freshlinq SMS with the word "WhatsApp"

### WHY DO I RECEIVE NOTIFICATIONS FROM FRESHLINQ?

Our improved Freshlinq system is designed to make your experience better. Buyers will now get notifications via email, SMS, and/or WhatsApp for: **1.** EFT fund allocations | **2.** Cash refunds | **3.** Provisional trades

If you have any questions, please contact your market manager or email [support@freshlinq.com](mailto:support@freshlinq.com)

### STILL HAVE QUESTIONS?



VISIT OUR WEBSITE  
OR SCAN THE QR CODE  
TO LEARN MORE.



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