



Dear Business Owner

We live in a fast-paced world where time is valuable. No one wants to waste it, and neither do we.

If you are satisfied with how your tax contributions are currently being used, we respect that. In that case, please feel free to stop reading and disregard this document. We sincerely apologise for taking up your time.

However, if you believe your hard-earned tax money could be used more effectively, and if you care about South Africa and want to see it succeed, we invite you to continue reading.

Kind regards
Calvin Lombard
Passive Web Pty Ltd.
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We love South Africa

AS MUCH AS YOU LOVE YOUR BUSINESS

If South Africa fails chances are good your company will fail too

WE WANT TO STOP SOUTH AFRICA FROM FAILING

Help us by allowing us to promote your business like never before

Increase an important business expense and pay less tax.

Pay us a small monthly fee, thereby increasing your marketing expense and lowering your tax burden. Let us promote your business in a way never seen before. Help us to fight unemployment in a way also never seen before, while at the same time fixing things that aren't going to fix themselves. In exchange for your contribution we will provide you with a number of free leads every month, as well as a long list of great features to help you grow your business and gain more customers.

UNEMPLOYMENT IS KILLING SOUTH AFRICA!

Unemployment in South Africa is currently at a whopping 33% with no signs of slowing down. On a daily basis people are crossing our borders illegally looking for work, which just isn't available. There isn't even enough jobs for South Africans themselves, let alone jobs for immigrants. When people are not working crime usually follows and we have one of the highest crime rates in the world. Our aim is to do something about it by helping companies get promoted and people earning a living doing the simple task of promoting your business. Pay less tax and see more visible results.



INTRODUCING



The Zulu word for 'search'

What is Sesha

and how can it help my business?

- **Advanced business directory that removes the need for SEO**

The problem with traditional search engines is that if your company doesn't have a proper Search Engine Optimization program in place, your website link might get lost in search results. We categorize website links so people can filter results quickly and companies are found faster. We are focused on South Africa so only companies operating in South Africa.

- **Classified ads reserved for members**

There have been too many incidents of people getting scammed and even falling victim to more serious crimes on other classified platforms. Our platform removes these risks by making second hand advertising fully secure while ensuring genuine, guaranteed interest in your listings.

- **Events taking place in South Africa**

People can post events happening in South Africa and all types of events are covered. Past events are also shown and people can go look at how the party went.

- **It's an advanced job board**

Companies are able to post positions at their company but with a difference. Job posters are able to add questions or exams that any potential candidate must complete when applying. That saves a lot of time when sifting through long lists of applicants.

- **It's a lead generating website**

Companies are always looking for new business. **Sesha** makes it easy for anybody looking for not only a service but products as well, to complete a 2 minute form, which instantly generates leads for all the companies offering those products and services in the user's area, or nationwide should the users choose so.

- **Find temporary workers fast**

Companies and individuals can quickly find temporary workers by posting short terms opportunities. People can find part time jobs quickly and easily.

- **It's a website directory**

Without proper SEO (search engine optimization) your company website gets lost between the billion other websites out there. Our directory removes the need for SEO and company websites are found much faster since they are categorized and featured with ease.



INTRODUCING



PASSIVE

What is Sesha Passive?

AN INNOVATIVE WAY TO FIGHT UNEMPLOYMENT

South Africans from all walks of life can generate passive income promoting Sesha
and your business!

People go through life talking to people every day. Now we are giving people the opportunity to talk to people and potentially make money. The more they talk to people the better their chances of generating a passive income. No skills needed just the ability to talk.

HOW DOES IT WORK?

Any South African citizen with a valid ID can join the Sesha website and apply for our exclusive, members-only program, **Sesha Passive**. Each application is carefully reviewed to confirm citizenship and ensure all criteria are met.

Once approved, members pay a small annual fee to cover administrative costs. This includes ID verification through the Department of Home Affairs, which charges for each verification.

After paying the membership fee, each new member receives a unique code that remains linked to their account for as long as it exists. This code can be shared with businesses and individuals, and the member earns money whenever it is used. Anyone who uses the code receives a small discount, and the member earns a commission on that transaction. If someone joins the program using a member's code, the member also earns from that sign-up. In the case of memberships the person earns the commission every month.

Sesha Passive members generate income across multiple activities on the platform. They earn when companies purchase memberships to promote their businesses and receive monthly leads. They earn when users pay to feature content and apply the code for a discount. They also earn when businesses advertise on the platform using the code, as well as when standard members purchase leads and apply the code.



BECOME A MEMBER

HOW YOUR MEMBERSHIP MONEY WILL BE USED

Passive Program

When you become a silver or gold member part of your monthly contribution goes directly to someone that is part of the **Sesha Passive** program. Either you have a code someone gave you, or we will gladly provide you with a code so a **Sesha Passive** member can earn a monthly sum of money. They receive this money monthly or yearly for as long as you remain a member. When people earn money crime comes down, the economy grows and people are happier and more positive for the future.

Charity

A portion of your monthly contribution is saved and after a period of time the total sum is given to a charity, we have studied and is doing the kind of work we believe in.

Fund

A percentage of your monthly contribution is saved in an interest-bearing account. We use this fund to fix things in the country, whether it be a pothole, building a new school or fighting crime. The fund is completely transparent and a monthly report on how the money was used is available for download.

Expenses

We all know it takes money to run any business, We have big plans and as more people join **Sesha** and even more people become part of the **Sesha Passive** program, we believe our website is going to become really busy, meaning more eyes on your business. Part of your monthly contrinution helps to pay for staff, servers and other expenses to keep us going.



WHY JOIN?

LET US CONVINCE YOU!

Nothing to lose everything to gain

You pay tax and it's your company along with many others that keep South Africa going. The problem we have is that we feel your tax money is not being used correctly. We don't want you to stop paying tax, because then South Africa dies. We simply want you to channel your tax payments differently so we can help reduce crime, fix broken things and help people earn money, while promoting your business so you can get more business.

You get a free marketing team

People want to work and they want to earn money. We believe once people hear about the program more and more people will hear about it. The more people know about **Sesha** the more people will know about your company, because finding your company in a search is dead-easy. You get many people getting helped and earning money, and in doing that your company gets promoted through **Sesha**. More people will ask for your services or the products you sell. It's a win-win situation all the way.

We are not after money

We are in no way looking to become rich from this. Our mission and only mission is to help fix our beautiful country, stop corruption, fight unemployment and crime and make South Africa an investable country again. As long as we can cover our expenses and keep going we will continue to fight for our country. We want you on our team because we are doing this for you too.

We work for you!

Our country and your business is our most important responsibility. We are 100% transparent with every transaction. Our financial data is readily available to anybody. Should you at any stage feel we are not living up to what we are trying to sell you here, then you are free to demand accountability from us.

South Africa needs you!