

TINCAKES.™ APPROVED RESELLER APPLICATION FORM

Application for Approval as an Approved TinCakes.™ Reseller

Application Reference: _____

Date Submitted: _____

Applicant / Business Name: _____

Requested Marketing Area: _____

Requested Distribution Area: _____

IMPORTANT NOTICE

- This application is submitted for consideration as an approved TinCakes.™ Reseller.
- Submission of this form does not create a reseller relationship.
- The applicant may not market, advertise, solicit customers for, distribute, or resell TinCakes.™ products unless:
 - the application has been approved in writing by TinCakes.™; and
 - the Approved Reseller Agreement has been signed by both parties.
- Applications are assessed by TinCakes.™ in accordance with:
 - the TinCakes.™ Marketing Area Specification;
 - the requested Marketing Area and Distribution Area;
 - existing Reseller coverage;
 - expected sales and customer demand;
 - the applicant's ability to service the proposed area; and
 - the applicant's ability to comply with the Agreement and its annexures.
- Approval is at TinCakes.™' discretion and is not automatic.
- Approval does not create exclusivity unless expressly agreed in writing.
- TinCakes.™ may approve, decline, defer, limit, amend, divide, withdraw, or reallocate a requested area.

1. APPLICANT DETAILS

1.1 Applicant Type

Select one:

- Individual
- Sole proprietor
- Company
- Close corporation
- Partnership
- Other: _____

1.2 Legal Details

Full legal name / registered entity name:

Trading name, if different:

ID number / registration number:

VAT number, if applicable:

1.3 Applicant Representative

Full name:

Position / capacity:

Mobile number:

Email address:

2. ADDRESS AND OPERATING LOCATION

2.1 Physical Address

2.2 Postal Address

2.3 Proposed Operating / Marketing Address

- Same as physical address
- Different address

If different:

2.4 Location Details

Province: _____

Town / City / Suburb: _____

Municipal area: _____

Nearest major centre: _____

3. REQUESTED MARKETING AREA AND DISTRIBUTION AREA

3.1 Requested Marketing Area

State the specific area in which you wish to market, advertise, promote, and solicit customers for TinCakes.™ products:

3.2 Requested Distribution Area

State the area in which you wish to sell and distribute TinCakes.™ products within South Africa:

3.3 Surrounding Areas

List any surrounding towns, rural areas, villages, farms, or communities you propose to serve:

3.4 Practical Service Capacity

Explain how you will service the requested area, including:

- transport arrangements;
- delivery or collection arrangements;
- expected travel routes;
- customer access;
- market or event access; and
- ability to service surrounding rural areas, if applicable.

3.5 Existing Presence in the Area

Do you already have a customer, business, community, market, or event presence in the requested area?

- Yes
- No

If yes, provide details:

3.6 Previous Application

Have you previously applied to become a TinCakes.™ Reseller?

- Yes

- No

If yes, provide details:

4. BUSINESS PROFILE

4.1 Business Type

Select all that apply:

- Home-based business
- Online seller
- Market stall trader
- Pop-up trader
- Event-based seller
- Corporate gifting
- Custom orders
- Community-based business
- Other: _____

4.2 Business Description

Briefly describe your business and current activities:

4.3 Proposed Marketing Activities

Select all that apply:

- Social media
- Local community marketing
- Market stalls
- Pop-up events
- Word-of-mouth marketing
- Corporate networks
- Customer visits
- Local business networks
- Other: _____

4.4 Marketing Plan

Briefly describe how you intend to market TinCakes.™ products:

4.5 Existing Similar Products

Are you currently selling or marketing any dessert, cake, canned dessert, canned cake, or similar products?

- Yes
- No

If yes, provide details:

5. UNDERSTANDING OF THE RESELLER MODEL

Please confirm your understanding by selecting each applicable box.

5.1 Approval and Area Allocation

- I understand that all applications are assessed by TinCakes.™ in accordance with the TinCakes.™ Marketing Area Specification.
- I understand that major centres may have more than one approved Reseller.
- I understand that smaller towns may be allocated to one Reseller, potentially including surrounding rural areas.
- I understand that Marketing Areas and Distribution Areas may not be identical.
- I understand that TinCakes.™ may approve, decline, defer, limit, amend, divide, withdraw, or reallocate an area.
- I understand that approval does not create exclusivity unless expressly agreed in writing.

5.2 Products and Branding

- I understand that I may resell only products listed on www.tincakes.co.za or otherwise approved in writing by TinCakes.™.
- I agree to use only approved product descriptions, product information, branding, and marketing material.
- I agree to present myself only as an Approved TinCakes.™ Reseller.
- I will not claim to be the owner, manufacturer, founder, creator, or proprietor of TinCakes.™ or its products.
- I understand that approved marketing material must refer to www.tincakes.co.za and use the approved TinCakes.™ QR Code where required.

5.3 Customers and Commercial Opportunities

- I understand that I will be responsible for servicing customers and dealing with customer-related matters within my control.
- I agree to treat customers fairly and respectfully.
- I understand that I may not approach wholesalers or retailers without TinCakes.™' prior written approval.
- I understand that wholesale and retailer relationships remain the prerogative of TinCakes.™.

- I understand that TinCakes.™ may accept direct orders from customers anywhere in the world, including customers or areas that overlap with my proposed Marketing Area or Distribution Area.

5.4 Ordering and Payment

- I understand that orders are generally placed weekly, in advance.
- I understand that the standard weekly order deadline is close of business on Wednesday.
- I understand that the official ordinary business communication and order channel is the TinCakes.™ WhatsApp Business number/channel, unless TinCakes.™ agrees otherwise in writing.
- I understand that the standard minimum order quantity is 96 units per weekly order, unless TinCakes.™ agrees otherwise in writing.
- I understand that full payment is required before TinCakes.™ is obliged to process or ship an accepted order.
- I understand that courier and related costs may apply.

6. AD HOC MARKETS, POP-UPS, AND EVENTS

6.1 Proposed Activities

Do you intend to participate in ad hoc markets, pop-up shops, or events?

- Yes
- No

If yes, provide details:

6.2 Understanding

- I understand that I may approve ad hoc small-scale markets, pop-up shops, or events only within my approved Marketing Area.
- I understand that these activities must comply with Annexure C of the Agreement.
- I understand that the relevant details must be recorded in Annexure D.
- I understand that wholesale arrangements are controlled by TinCakes.™ and may only be recorded or approved by TinCakes.™.

7. SUPPORTING DOCUMENTS

Please attach the following, where applicable:

- Copy of identity document
- Company registration document
- Proof of residential or business address
- VAT registration document
- Business profile
- Social media links
- Photographs of proposed operating setup

- Proof of transport or delivery arrangements
- Area or market motivation
- Other: _____

Documents Attached

8. APPLICANT DECLARATION

I, the undersigned, declare and confirm that:

1. the information provided in this application and all supporting documents is true, complete, and accurate to the best of my knowledge;
2. I understand that submission of this application does not guarantee approval;
3. I understand that approval is subject to TinCakes.™' review and approval in accordance with the TinCakes.™ Marketing Area Specification;
4. I understand that TinCakes.™ may approve, decline, defer, limit, amend, divide, withdraw, or reallocate the requested Marketing Area or Distribution Area;
5. I understand that I may not market, advertise, represent myself as a TinCakes.™ Reseller, distribute, or resell TinCakes.™ products unless:
 - TinCakes.™ has approved my application in writing; and
 - the Approved Reseller Agreement has been signed by both parties;
6. I understand that approval does not create exclusivity unless expressly agreed in writing;
7. I agree to comply with the Approved Reseller Agreement, its annexures, the TinCakes.™ Marketing Area Specification, and TinCakes.™' applicable operational, ordering, payment, communication, product, customer, and marketing requirements if approved;
8. I consent to TinCakes.™ verifying the information supplied in this application and contacting me regarding the application; and
9. I consent to TinCakes.™ processing and using the information supplied for application assessment, reseller administration, customer verification, and related business purposes, subject to applicable law and TinCakes.™' information governance requirements.

9. APPLICANT SIGNATURE

Applicant / Entity Name:

Name of Authorised Signatory:

Capacity:

Signature:

Date:

Place:

10. TINCAKES.™ INTERNAL REVIEW AND APPROVAL

10.1 Application Administration

Application Reference:

Date Received:

Reviewed By:

Date Reviewed:

10.2 Marketing Area Review

Application assessed against TinCakes.™ Marketing Area Specification:

- Yes
- No

Existing Reseller coverage reviewed:

- Yes
- No

Area capacity reviewed:

- Yes
- No

Practical service capacity reviewed:

- Yes
- No

10.3 Decision

- Approved as requested
- Approved with conditions
- Approved for a reduced area
- Approved for an amended area
- Approved for a trial period
- Deferred — further information required
- Declined

10.4 Approved Area

Approved Marketing Area:

Approved Distribution Area:

Approved surrounding rural / peri-urban area, if any:

10.5 Conditions

10.6 Final Approval

Approved by TinCakes.™:

Capacity:

Signature:

Date:

Place:

11. NEXT STEP AFTER APPROVAL

If approved:

- TinCakes.™ will confirm the approved Marketing Area and Distribution Area in writing.
- The parties must complete and sign the Approved Reseller Agreement.
- The Reseller may operate only after written approval and signature of the Agreement.
- The Reseller must comply with the Agreement and its annexures.
- The Reseller's approved details may be used for customer verification through the TinCakes.™ website and QR Code process.