

TinCakes.™ Reseller FAQ

Important: This FAQ is a practical guide only. If it differs from the signed TinCakes.™ Approved Reseller Agreement or its annexures, the Agreement and annexures prevail.

Orders

1. How do I place an order?

Place your order through the TinCakes.™ WhatsApp Business number/channel.

Email, verbal, or other-channel orders are not accepted unless TinCakes.™ expressly agrees otherwise in writing.

2. When must I place my order?

Orders must be placed weekly, in advance, by close of business on Wednesday.

3. What information must my order contain?

Include:

- your name or Reseller reference;
- order date;
- delivery address;
- contact person and number;
- product codes or product names;
- exact quantities per product or variant; and
- any required invoice, quotation, or delivery reference.

4. What happens if I do not specify quantities per product?

TinCakes.™ may pack equal quantities across available or approved products or variants if exact quantities are not specified.

5. What is the minimum order quantity?

The standard minimum is 96 units per order, unless TinCakes.™ agrees to a lower quantity in writing.

6. Will every order be accepted?

No. All orders remain subject to:

- TinCakes.™ acceptance;
- product availability;
- correct order information; and
- receipt and verification of full payment.

A quotation or pro forma invoice does not guarantee acceptance or supply.

7. Can I place a smaller order?

Only if TinCakes.™ approves the lower quantity in writing. A once-off acceptance of a smaller order does not change the standard minimum or create a future entitlement.

Payment

8. When must I pay?

Full payment must be received and verified before TinCakes.™ processes or dispatches the order.

9. What payment methods may I use?

Use a payment method approved by TinCakes.™, including EFT where accepted.

10. Must I send proof of payment?

Yes. Provide proof of payment whenever TinCakes.™ requests it. An order will not be processed until payment has been received and verified.

11. What charges must I pay?

You are responsible for:

- the accepted product price;
- VAT where applicable;
- courier or delivery costs;
- special handling costs; and
- other agreed third-party or banking charges.

Courier and related charges are excluded unless TinCakes.™ confirms otherwise in writing.

12. What price will apply to my order?

The applicable price is the price confirmed by TinCakes.™ when the order is accepted.

For cake in a can, the discounted Reseller price is generally R10 less than the TinCakes.™ website price per can at the time of order, unless otherwise agreed in writing.

13. What is the recommended resale price?

The recommended resale price is the TinCakes.™ website price at the time of resale, unless TinCakes.™ provides a different written recommendation.

14. What should I do if I dispute an invoice?

Notify TinCakes.™ in writing within 3 Business Days of receiving the invoice or payment confirmation. Identify the disputed item and explain the reason. Pay all undisputed amounts when due.

Dispatch and Delivery

15. When will my order be dispatched?

Orders accepted and paid by Wednesday are scheduled for dispatch on the following Wednesday, subject to availability, production, and operational requirements.

16. When should I expect delivery?

Estimated delivery is by the first Friday after dispatch. This is an estimate and may be affected by:

- courier requirements;
- product availability;
- production schedules; and
- circumstances beyond TinCakes.™' reasonable control.

The general reseller lead time is 5–7 Business Days from order acceptance and receipt of full payment, unless otherwise agreed in writing.

17. How will I receive tracking information?

TinCakes.™ will provide a courier tracking number once the order has been dispatched and tracking is available.

18. Who do I contact about courier delays?

After you receive the tracking number, contact the courier directly for:

- delivery status;
- delivery timing;
- delays;
- failed delivery attempts; and
- ordinary courier queries.

19. What if my order has not been dispatched?

If your accepted and paid order has not been dispatched, contact TinCakes.™ through the WhatsApp Business channel so the order status can be checked.

20. What if I do not receive my order?

Once a tracking number has been issued, follow up directly with the courier. This includes missing parcels, delivery delays, failed deliveries, and delivery-status queries.

21. Can I request early delivery?

You may request early delivery, but it is subject to TinCakes.™' acceptance and operational capacity. You are responsible for any additional courier, delivery, handling, production, or related costs.

22. What happens during a production break?

TinCakes.™ may schedule production breaks. Where reasonably possible, planned breaks will be communicated in advance. Place orders early to manage stock and customer commitments.

Products and Reselling

23. Which products may I sell?

You may sell:

- products listed on www.tincakes.co.za; or
- products otherwise approved in writing by TinCakes.™.

Product codes, variants, descriptions, availability, storage instructions, handling requirements, and product-specific conditions are determined by TinCakes.™.

24. Where may I market and distribute?

Your approved Marketing Area and Distribution Area are recorded in your agreement documents.

You may market within your approved Marketing Area. You may sell and distribute outside that area within South Africa, but may not market or solicit customers outside the approved Marketing Area without prior written approval.

You may not distribute, sell, export, supply, ship, or arrange delivery outside South Africa without prior written approval.

25. May I approach wholesalers or retailers?

No. Resellers may not approach, solicit, negotiate with, supply, or onboard wholesalers or retailers for TinCakes.™ products unless TinCakes.™ gives prior written approval.

Wholesale and retailer relationships remain the prerogative of TinCakes.™ and/or the business owner.

26. May I operate at a market or pop-up event?

You may approve ad hoc small-scale markets, pop-ups, and events within your approved Marketing Area, provided that:

- the activity complies with Annexure C;
- the relevant details are recorded in Annexure D; and
- the activity does not extend your approved Marketing Area.

27. How must I market myself?

Present yourself only as an Approved TinCakes.™ Reseller.

Use only approved:

- product descriptions;
- brand elements;
- photographs;
- marketing material;
- website references; and
- QR Code material.

Marketing material must reference www.tincakes.co.za and use the approved reseller QR Code where required.

28. What should I do if I have a customer complaint?

Deal with customer matters within your reasonable control fairly, respectfully, and promptly. Notify TinCakes.™ as soon as reasonably possible of any complaint or issue that may affect TinCakes.™, its products, its brand, or the reseller relationship.

Complaints involving allegedly defective products may be referred to TinCakes.™ under the applicable Returns and Refunds Policy.

29. What is the official communication channel?

The official ordinary business and order channel is the TinCakes.™ WhatsApp Business number/channel.

Email may be used for formal notices or official records where the Agreement permits it, or where TinCakes.™ agrees to an alternative email-order process.

30. What happens if I repeatedly fail to comply?

Repeated failure to comply with ordering, payment, communication, marketing, or Agreement requirements may result in:

- suspension of discounted Reseller pricing;
- suspension of order processing;
- reduction or withdrawal of the Marketing Area; or
- termination in accordance with the Agreement.