



 **SmartAlec**

Powered by **nmg**
and **FINEAZY**

Financial literacy that's just like
chatting to a friend!



The importance of financial literacy

Many people make poor financial decisions which often lead to distress and lack of peace of mind. These decisions often don't come from negligence but simply from not being educated about matters of finance.

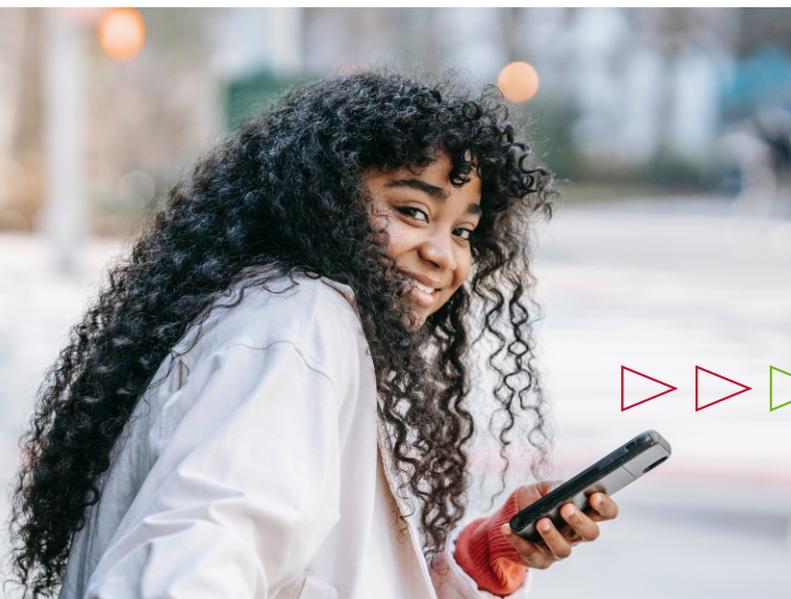
Research shows that 67%* of adults in Africa are financially illiterate. Just how financially literate are you?

- ▶ *Do you know how to get the most value out of your banking?*
- ▶ *Are you savvy in the way that you save?*
- ▶ *Do you understand basic and complex investment portfolios?*
- ▶ *Have you educated yourself on how to use your money to maximise on tax benefits?*
- ▶ *Do you know how to reduce debt and increase your credit score?*

Unfortunately, financial education tools that empower people with enough financial knowledge aren't easily accessible nor simple enough to understand.

This is why we have launched NMG SmartAlec, powered by FinEazy, available to you.

NMG SmartAlec is your brainy friend on finance matters that you can engage with anytime, anywhere, conveniently via WhatsApp.



What is NMG SmartAlec

NMG SmartAlec, equips you with knowledge to understand financial matters through easy to grasp, story-driven educational content that is delivered to your mobile phone, wherever you are.

NMG SmartAlec teaches you Basic Finance from banking, types of bank accounts, payments and savings to entry level and sophisticated investment portfolios. It also provides guidance on short and long term insurance.

The benefits of using NMG SmartAlec include:

- ▶ *Becoming fully financially literate*
- ▶ *Being able to make informed decisions on money matters*
- ▶ *Reduced number of victims of fraud*
- ▶ *Peace of mind, confidence and opportunity to protect your mental health*

How does NMG SmartAlec work?

NMG SmartAlec is a WhatsApp-based interactive tool that chats to you just like the rest of your contacts. Think of it as the reliable friend you have whom you can call on to empower you with financial education.

All you need is a smartphone that has data connectivity and WhatsApp installed. If you do not have WhatsApp, SmartAlec can easily be accessed on a computer.

To get started, just save the number +27 71 455 2782, or scan the QR code that will be provided with your WhatsApp camera and say "Hi".

You will have immediate access to the following finance literacy modules to start you on your journey to financial wellbeing:

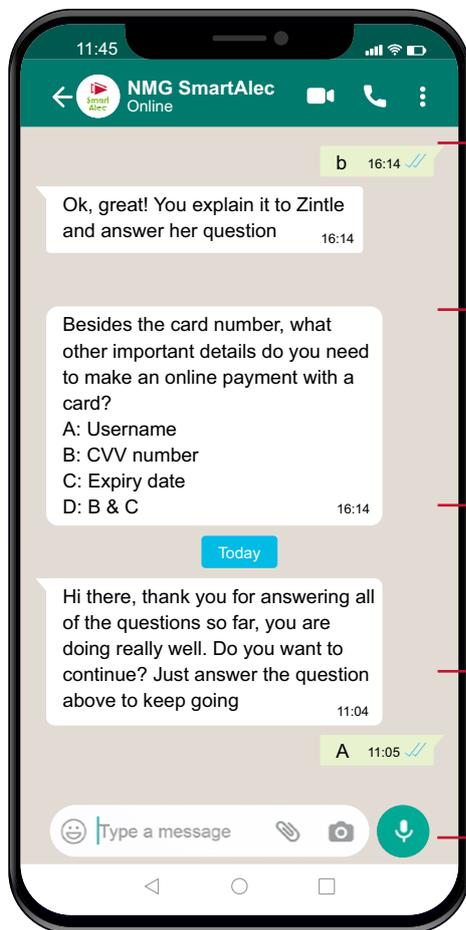
Basic Finance 1

Basic Finance 2

Retirement

Insurance

Languages: English, isiXhosa, isiZulu



You will enjoy using NMG SmartAlec to broaden your financial management knowledge because:

SIMPLE TO UNDERSTAND

It uses bite-sized pieces of information through common language making it easy to understand and grasp.

INTERACTIVE

You will have a two-way conversation on WhatsApp whenever it is convenient for you on a topic that you would like to learn more about.

STORYTELLING

Education is delivered through real-life scenarios that are relatable and keep you engaged.

PROGRESS

You advance to higher levels in the literacy programme each time you provide correct questions.

QUALITY CONTENT

All modules are drafted by experts in financial literacy.



NMG SmartAlec powered by FinEazy -
Finding a better way

For onboarding contact:
✉ smartalec@nmg.co.za

For support and assistance on the platform contact:

✉ hello@fineazy.com
☎ +44 791 543 3086