



www.phonefast.co.za

Your trusted mobile device
distribution partner



COMPANY PROFILE

WELCOME

At PhoneFast, we're focused on **helping our partners grow — faster, smarter, and more profitably.**

Built from the foundation of 3G Mobile, PhoneFast combines national scale with agile, business to business and retail-focused solutions.

Whether it's a comprehensive range, fast delivery, mobile device management solutions (MDM), smart technology integration or value added services, **we're here to simplify mobile distribution for South African businesses.**

Thank you for considering PhoneFast as your trusted partner.



CEO-PhoneFast



Brett Rice
CEO-PhoneFast



**Smart solutions,
faster growth,
stronger businesses.**

Together, we make mobile distribution seamless.

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ABOUT OUR COMPANY

PhoneFast is a subsidiary business within the 3G Mobile Group. 3G Mobile is one of the biggest multi-brand distributors of mobile / smart communication devices in the SADC Region.

EST. 2017

Reg Nr: 2011/108716/07



Vision Statement

To continue to grow within the South African market as **a trusted distribution partner of smart mobile communication devices and solutions.**

We want to play a part in the **long-term growth of our partners** by providing them with a consistent supply of the products and reliable solutions and services they need.

Mission Statement

At PhoneFast, we integrate seamlessly into your business — acting as the reliable backbone of your mobile technology strategy.

We empower businesses across South Africa with fast, dependable access to **high-quality smartphones, tablets, mobile broadband routers, wearables, and hearables.**

OUR CORE VALUES



At the heart of our business lies a commitment to **building trust, delivering value, and creating meaningful partnerships.**

Our core values guide every decision we make and shape the way we work with our clients, suppliers, and partners. They are more than words on paper—they are the principles that drive our shared growth and success.



Customer Centricity

Your growth is our priority.



Competitive Pricing

Our direct OEM procurement and bulk buying secures competitive pricing for our customers.



Strategic Growth

We grow with our partners and scale together.



Long-Term Relationships

We build partnerships, not just sales.



Speed & Simplicity

We keep things fast and easy to help you trade more efficiently.



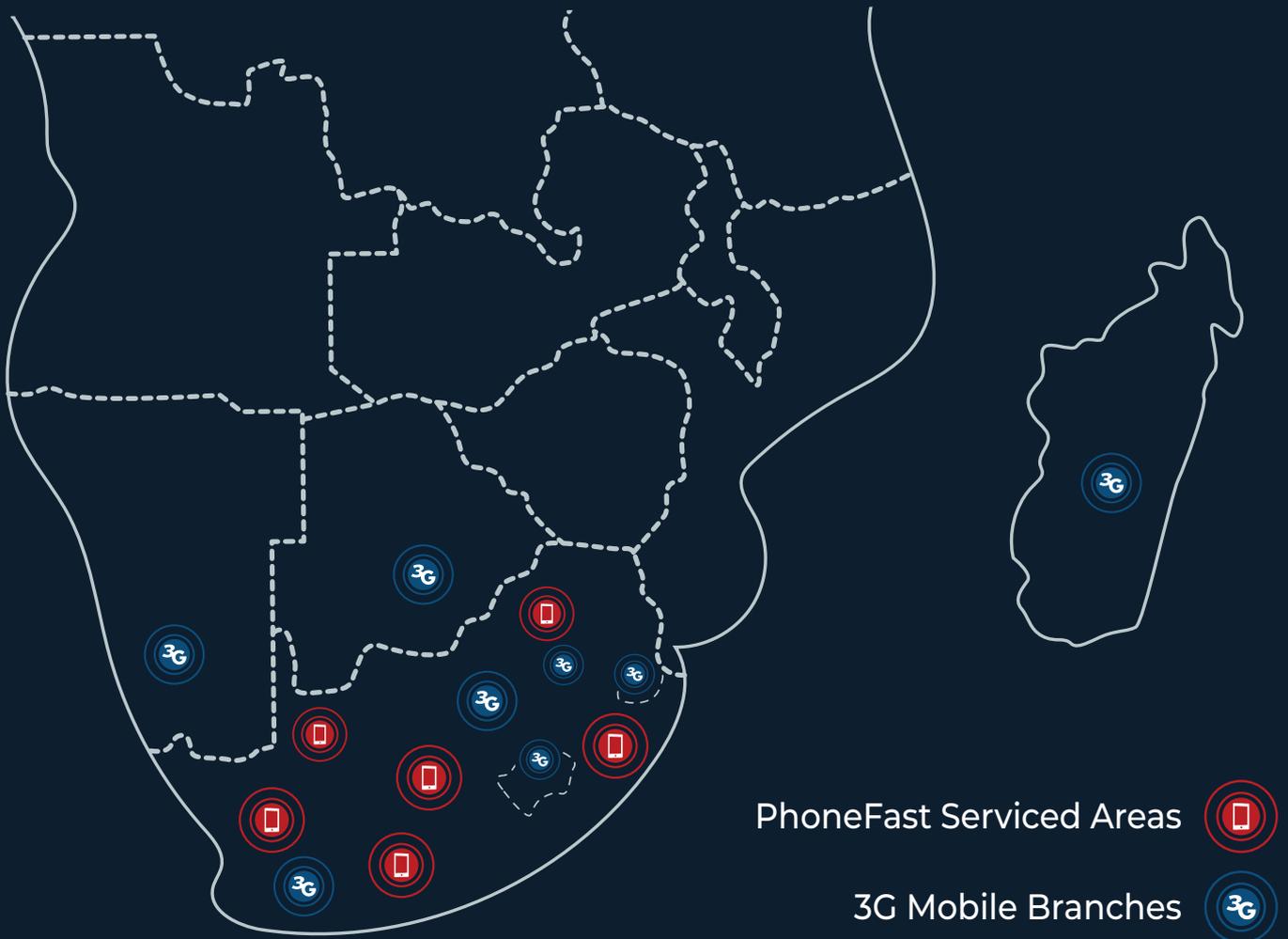
Transparency

Honest service, clear pricing and no surprises.

OUR FOOTPRINT

By aligning with the Groups deep-rooted relationships, procurement scale, and logistical strength, PhoneFast is able to offer our customers access to a wide range of top-tier mobile devices at competitive pricing, with the backing of a distribution powerhouse. This allows us to operate with confidence, speed, and efficiency, while delivering the personalised service and flexibility that our customers value.

PhoneFast leverages decades of industry leading experience, market influence, infrastructure, systems and processes as part of the 3G Mobile Group.



Our group footprint continues to expand within South Africa as more and more retailers and B2B customers opt to partner with PhoneFast.

PRODUCTS / SERVICES

PhoneFast is a leading South African distributor of smartphones (new and pre-owned), tablets, wearables, hearables and MBB products, specialising in efficient cost effective supply solutions for the B2B and independent retail sectors.

SOME OF THE BRANDS WE OFFER



- 4PL**
- Planning •
- Procurement •
- Warehousing •
- Bundling •
- Distribution •
- Reverse Logistics •



- Hardware**
- Handsets •
- Tablets •
- Wearables •
- Hearables •
- MBB •
- Accessories •

PRODUCTS / SERVICES / SOLUTIONS

Multi-brand Device Management Solutions

- Enterprise Device Management •
- Enabling Financed Product Offerings •



Virtual Products

- Airtime •
- Data •

WHAT WE OFFER

At PhoneFast, we do more than supply premium mobile devices — we partner with our customers to drive sustainable growth. Whether you're a Retailer, Reseller, Business User, Insurer, Administrator our full-service model supports you at every stage of the journey.



SMART PRODUCT SELECTION

We help you choose the right models based on current market insight — factoring in cost, pricing trends, run rates, brand positioning, and product lifecycles — to ensure your range stays relevant and profitable.

STREAMLINED PLANNING / PROCUREMENT

All planning across multiple brands and products is done in one place. All OEMs have different forecasting requirements, fulfillment processes, timelines, payment currencies, etc. we manage all of that complexity.

One place to plan = One Order = One Delivery = One point for Support = Simplicity and Reduced Operational Overhead.

AFTER-SALES & REVERSE LOGISTICS

Our customer-centric reverse logistics system ensures hassle-free returns, repairs, and replacements — keeping your customers satisfied and your operations running smoothly.

- Vision repair software tracks and reports device repairs.
- Full line-of-sight from collection to return.
- Can be hosted in client or PhoneFast environment.

TECHNOLOGY **EDGE**

PhoneFast's technology edge gives businesses the power to stay ahead. With our intuitive Online Customer Portal, smart Mobile Device Management, and enterprise-grade Mobile Voice and Data solutions, we deliver seamless control, security, and connectivity. It's this integrated tech advantage that makes PhoneFast the smarter choice.

ONLINE CUSTOMER PORTAL

- 24/7 Customer Portal.
- Real-time view of available inventory.
- Place orders 24/7.
- Track order processing.
- Pull Invoices and Customer Statements.
- Purchasing Analytics.
- Seamless API Integration.



MOBILE DEVICE MANAGEMENT:

Our cloud-based MDM platform enables businesses to monitor, secure, and control mobile devices remotely. Whether you're managing a field-based company fleet of devices or you need to reduce financial risk within a handset finance program, our solution is scalable, policy-aligned, and fully managed by PhoneFast.

MOBILE VOICE AND DATA ENTERPRISE SOLUTIONS:

Keep your workforce seamlessly connected with cost-effective solutions tailored to your specific operational needs



LAUNCH & **SELL-OUT**

**LAUNCH AND SELL-THROUGH SUPPORT.
WE DON'T JUST SELL IN
WE HELP YOU SELL OUT.**

Empowering Your Sales with
Seamless Product Fulfilment
and Marketing Support

SERVICES THAT DRIVE VALUE:

END-TO-END PRODUCT FULFILLMENT:

PhoneFast serves as a sourcing and distribution partner across multiple brands and product categories, enabling clients to offer a comprehensive selection of smart mobile devices and accessories. Our value proposition is strengthened by our industry-leading logistics capabilities, ensuring seamless product delivery tailored to your business model.

BUNDLING & CONSOLIDATION:

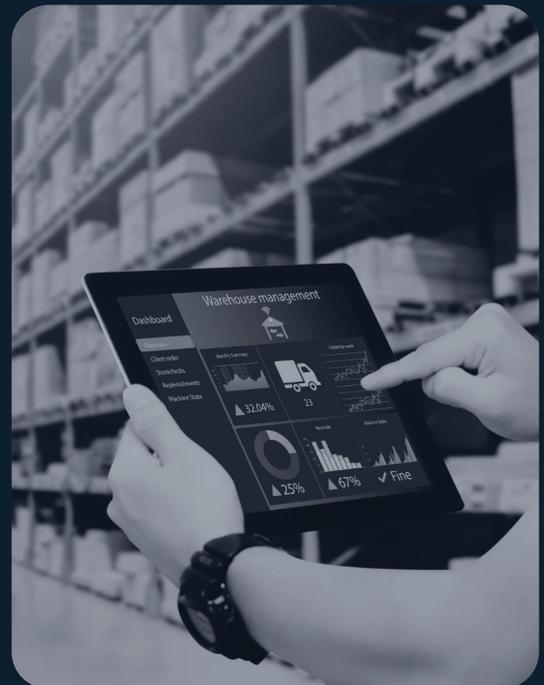
Products can be bundled before shipment, enabling a distinctive market offering which ultimately delivers added value to the end customer.

CREATIVE DIGITAL MARKETING SUPPORT:

PhoneFast supplies digital marketing materials tailored for both online and in-store use, helping clients effectively promote and sell the products.

SEAMLESS ACCOUNT MANAGEMENT AND SUPPORT:

- Dedicated Account Managers.
- All your tools in one customer portal.
- Full back-office support call centre.



WAREHOUSING & NATIONWIDE DELIVERY

- Device bundling and configuration (application uploading)
- Nationwide delivery into metros within 1-2 days
- Consolidated Delivery to a central hub
- Delivery direct to the end customer (B2C / B2B2C)

OUR **COMPETITIVE** **ADVANTAGE**



WHY CHOOSE PHONEFAST?



FLEXIBLE PROCUREMENT

Fast flexible delivery.
1-3 days nationwide.



COMPETITIVE PRICING

Direct OEM procurement.
No unnecessary markups.



SEAMLESS SYSTEM INTEGRATION

Instant catalogue
integration with live stock,
images, specs etc.



BUSINESS GROWTH PROFITABILITY

The right products at the
right price at the right time
with the right tools – for cost
effective operations.

AVAILABLE 24/7.

CUSTOMER-CENTRIC REVERSE LOGISTICS

We've reimagined after-sales. Our paperless, trackable reverse logistics solution gives you and your customers complete peace of mind — making returns, repairs, and replacements simple and transparent.

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THANK YOU



Address

Waterfall City – Connect Campus
Warehouse Building, Ground Floor
CNR Magwa In & Pretoria Main Rd
Johannesburg | South Africa | 2090

Get in Touch

website: www.phonefast.co.za

email: b2bsales@phonefast.co.za

phone: +27 (0)87 4056 996



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