

# Trace Mobile simplifies the RICA process

One of the biggest hurdles for consumers to sign up or switch to a new network is the tedious RICA process. But now, in three easy steps, Trace Mobile makes it quick and simple to RICA yourself, order and collect your SIM instantly via the Trace app.



Less than one year after Trace introduced Trace Mobile, a lifestyle mobile network dedicated to the youth (prepaid offering) endorsed by Sho Madjozi, it remains the only network in South Africa to offer data and airtime with no expiry date as well as exclusive Afro-urban content and money-can't-buy experiences.

On top of its #NeverExpire lifestyle benefits, the introduction of Trace Mobile's innovative and first-to-market self-RICA and SIM ordering is set to disrupt the industry and add immense value for its consumers.

Time is precious for the youth and this new process takes users less than two minutes to complete, via the Trace app (available on both Android and iOS).

"Our audience spends more time on their mobile phone than on any other device. It felt natural for Trace Mobile to challenge the status quo and come up with an innovative and seamless mobile consumer journey that revolutionises the RICA process and saves our subscribers some precious time, that can be used for the things they love: music, friends and living their best lives." says Prescillia Avenel-Delpha, vice president of Mobile & Marketing at Trace.

## How does it work?

As a future Trace Mobile subscriber, all you need to do is to download the Trace app, upload or take a picture of your ID and proof of residence, take/upload an ID-style selfie, fill in your details and you're ready to select any Clicks collection point to collect your SIM card at the Pargo counter in 600 Clicks stores across South Africa. If you collect your Trace Mobile sim from a Clicks store within 48 hours, you get 200MB of free data.

This innovative ID and profile facial recognition to process RICA applications through the app, is compliant with the POPI and RICA acts to protect subscribers' personal information.

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