

## More reasons to be a member

As Monty reflects on our journey from Cape Consumers to today's bsmart, this month's newsletter brings together heritage and practical value, from new digital developments to everyday savings tips and member benefits you can use right now. **Our foundation is loyalty. Our focus is relevance.** And our commitment remains the same: helping you unlock the Better Price on your everyday spending.



### Reminiscing... a look back to forge the future

#### The storied history of bsmart

- Monty Stephenson, bsmart CEO -

It is with great pride, gratitude, and optimism for the future that I write this letter to you, a valued bsmart member.

bsmart is deeply personal to me. I have been associated with the business for over 20 years - a long journey by any measure - yet that connection pales in comparison to the extraordinary loyalty of our members. Today, 309 members have been part of bsmart for more than 50 years, and eight of those members have been with us for over 70 years.



**Pause for a moment and reflect on that: they have been members for almost the entire existence of bsmart - a business approaching its 80th year.**

That is not just loyalty. That is legacy. Across our community, the average membership tenure is now 27 years - and growing every day. This speaks volumes about your trust in us, your belief in our purpose, and your commitment to a model built on helping you ShopSmart, SpendSmart, and SaveSmart.

**Let me say this plainly: without you, bsmart would not exist.**

Your daily choice to use your bsmart card, to remain part of our community, and to place your trust in us is the foundation on which everything we do is built. For that, we say a heartfelt thank you.

Our long-standing members will remember the many transformations the business has undergone over the decades. One person who embodied the spirit and heritage of bsmart was our retired Board Chair, Oom Dries Retief. He loved sharing stories about how the business began and how it operated in its earliest years. I had the privilege of serving under Oom Dries in the early 2000s, and his stories were always rich with insight, humility, and lessons that shaped how we think about our responsibility to members.

One of my favourite stories dates back to the days when the business was still known as **Cape Consumers**. Oom Dries served as the local representative at his workplace - a Cape Town hospital - where he signed up members, collected shopping slips, distributed statements, and collected payments. He truly was a "Jack of all trades." Today, each of those functions requires dedicated teams and sophisticated automated systems - a powerful reminder of how far the business has come.

The introduction of the first magstripe purchase card in the 1990s replaced manual till slip collection and transformed operations. For decades, the card remained largely unchanged, until the introduction of PIN security in 2020. Since then, we are proud to share that there has not been a single instance of card fraud - a testament to the strength of that decision and our commitment to member security.



#### And now, we stand at another important moment in bsmart's journey.

We are actively planning the introduction of a **Chip and PIN bsmart card**, alongside the development of a **digital payment app** for members who prefer mobile and contactless solutions - technologies many of you already use through your banks.

At the same time, we are in discussions with several of our most trusted national retail partners to enable **online shopping acceptance** of the bsmart card. Many of you have asked for access to platforms such as **Checkers Sixty60** and **Pick n Pay ASAP**, and while discussions are ongoing, we are working purposefully to bring these capabilities to our members - not only for the two important grocery online shopping platforms, but across other popular retailers as well.

#### We have also introduced new initiatives designed to strengthen our relationship with you:

- A **member survey platform**, allowing us to hear your voice directly and shape our decisions around your needs
- Our **birthday gift partnership with Coupster**, providing personalised Checkers coupons to our members

These are small but meaningful steps in building a more personal, responsive, and valuable bsmart experience.

As we continue to evolve - together with you - we are encouraged by the broader positive momentum in South Africa: lower inflation, the return of stable electricity supply, and improving consumer confidence. These conditions create a stronger foundation for households, businesses, and communities alike.

Our future is not about abandoning our heritage - it is about honouring it while building what comes next. **Rooted in trust. Built on loyalty. Focused on relevance. Driven by value for members.**

Thank you for being part of our story - past, present, and future. We look forward to building the next chapter of bsmart with you.

*\* If you have a special bsmart memory or story to share, I would love to hear from you. Please send it to [mystory@bsmart.co.za](mailto:mystory@bsmart.co.za)*



### The new rules of shopping smart in 2026

Prices keep rising, but shoppers are getting smarter too. From comparing prices online to choosing store brands and stacking loyalty rewards, small habits are making a big difference to household budgets.



With bsmart, you don't have to choose between benefits. Pay with your bsmart card, swipe your store loyalty card, and use in-store specials all at once to unlock the true **Better Price** on your everyday shopping.

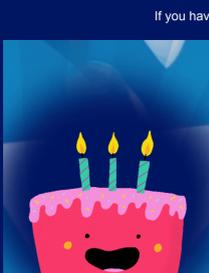
**In 2026, it's not about spending less. It's about spending smarter.**

Read the full article for **5 simple habits that can stretch your budget even further.**

[Read blog here](#)

### March members, your bsmart birthday benefit should already be in your inbox and SMS.

If you haven't used it yet, now's the time.



#### COUPSTER

In your birthday month, bsmart gives you **2 months' free access to Coupster**, sponsored by us as a thank-you for being a member.

That means exclusive grocery coupons and the chance to save up to **R1,000 a month** on everyday essentials at Checkers, Checkers Hyper and Shoprite.

Simply use the link in your SMS inbox to start saving. **Because birthdays should come with a Better Price too.**

### Play with bsmart

We've added something new for bsmart members and it's just for fun.

Introducing the **bsmart ShopperGO Game**, a quick, playful way to engage with the bsmart brand in a whole new way.



**It's fast, colourful, and easy to play. No downloads. No sign-ups. Just tap and play.**

It's all about having fun and engaging with the bsmart brand in a fresh, interactive way. Think of it as a little break in your day, built especially for our members.

[Try the bsmart ShopperGO Game now and see how far you can get.](#)

[Click here to play](#)

**Because not everything has to be serious to be worthwhile. Sometimes a bit of play is exactly what's needed.**



### News from our partners

**Autumn Carnival is now on!**

Tafelberg Furnishers is celebrating Autumn and they want you to join them. They're bringing you super savings, exciting lucky draws and the chance to spin the big carnival wheel, where you could win up to R7,500 cashback!

Shop their incredible deals on offer at our Autumn Carnival and enjoy a feast of low prices on all your favourite brands.

[Click HERE](#)

Valid from 4 -15 March 2026, while stocks last. T's and C's apply!  
Don't miss the celebration – visit your nearest store today or shop online.

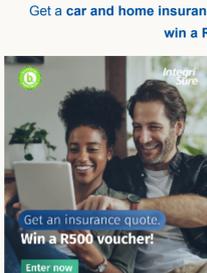
### Stand a chance to win a R500 voucher with IntegriSure

For nearly 30 years, we've helped individuals and businesses make confident insurance decisions.

We work with leading South African insurers to structure cover that makes sense. Insurance shouldn't only look good on paper. It should work when life happens.

Now's a smart time to check your cover and remember, as a bsmart member you also receive 4% cash back on premiums annually when switching to IntegriSure, adding even more value.

**Get a car and home insurance quote from IntegriSure and stand a chance to win a R500 Dis-Chem voucher!**



Most people only discover what their car and home insurance really covers when they need to claim. By then, it's:

1. Too late to adjust the excess.
2. Too late to update insured values.
3. Too late to question the fine print.

A quote shouldn't just tell you what you'll pay. It should show you what you're protected against, and where you might be exposed. That's the broker difference.

**At IntegriSure, we don't just generate quotes; we advise and ask the right questions:**

- Is your cover aligned with today's replacement costs?
- Would your excess be manageable in a real claim?
- Are you insured correctly, not just cheaply?

Click below to submit your details and make sure you're following us on [Facebook](#) or [Instagram](#).

[Enter now](#)

Entries close 31 March 2026.

[Visit our website to get a quote, or WhatsApp us on 0860 055 055](#)

### Understand your optometry benefits before problems start



**Too much screen time can lead to more than just a lack of focus; it often causes eye strain and fatigue.**

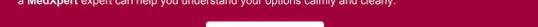
While common in a digital workplace, it's a sign that your eye health needs proactive care. That's where optometry benefits can play a role. They're designed to support regular eye checks and early detection, helping you look after your eye health in a more preventative, practical way, rather than only reacting once discomfort starts affecting your day.

**What's included**, how often you can claim, and what limits may apply all depend on your medical aid plan. Knowing what your plan allows helps you use these benefits intentionally, instead of guessing.

If you work behind a screen and want clarity on how optometry benefits likely apply to you, speaking to a MedXpert expert can help you understand your options calmly and clearly.

[Click here!](#)

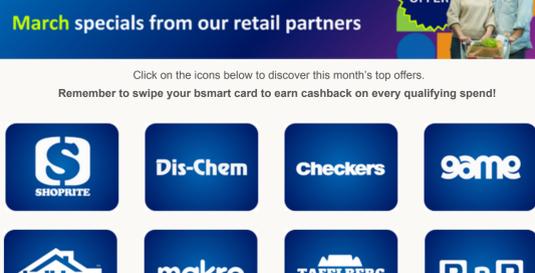
This is a FREE service to all bsmart members who chose to register with MedXpert.



### March specials from our retail partners

Click on the icons below to discover this month's top offers.

Remember to swipe your bsmart card to earn cashback on every qualifying spend!



### Quote of the month

It's not your salary that makes you rich,

it's your spending habits.

- Charles A. Jaffe

Call us on 021 409 7600 or email [members@bsmart.co.za](mailto:members@bsmart.co.za)

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