

FOR IMMEDIATE RELEASE

Ellies Statement on the Kwese Play Issue

23rd July 2019

In the aftermath of the abrupt and unexpected deactivation of the Kwese Play devices in the South African market, Ellies have attempted to engage the Kwese Play-Liquid Telecommunications Group on the matter, with no success.

In light of the absence of a definitive response from Liquid Telecommunications (Liquid Telecomms), Ellies has decided to express our position, as a distributor of the Kwese Play product.

We would like to take the opportunity to thank you, our valued partners and customers for your patience in this regard.

As Ellies is a distributor and not the manufacturer, license holder, or licensee of the product or device, we are not in a position to make a decision to recall the goods. This is a decision that has to be exercised by Kwese Play or Liquid Telecomms. We have however, removed the product from our shelves and advised our retail partners to do the same.

Ellies main obligation as a distributor is to sell or distribute the device. The ultimate function of the device resides with the operators, Kwese Play, Liquid Telecomms and/or their licensor(s). Ellies is therefore not in a position to accept liability for the failure by the operators, which is out of Ellies control. We appeal to our retail channel partners to bear with us until Kwese Play or Liquid Telecomms or the Econet Group issues a directive to the South African market in this regard.



ELECTRONICS HOLDINGS (PTY LTD)

Liquid Telecomms or Kwese Play can be contacted directly on 0860 636 835

You may also approach the Consumer Goods and Services Ombudsman (CGSO) on 0860 000 272 or info@cgso.org.za or The National Consumer Commission (NCC) on 012 428 7000 or Complaints@thencc.org.za or ICASA on 012 568 3000 or consumer@icasa.org.za for advice and guidance on your rights as a consumer in this regard.

Yours Sincerely

A handwritten signature in black ink, appearing to be "Shaun Prithvirajh", written over a horizontal line.

Dr. Shaun Prithvirajh
CEO