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BluAdvance expands access to essential service advances across South Africa through growing multi-sector partner ecosystem

Market-leading platform pioneers responsible, data-driven access to essential services

18 June 2026. Johannesburg, South Africa – BluAdvance, South Africa’s market-leading electricity advance platform and the first provider to bring electricity advances to market at scale, is expanding access to its solution through a growing network of partners, including telecommunications providers, retail distribution networks, utilities and related service providers, with further integration planned across additional service channels.

This expansion enables a growing base of consumers to access short-term essential services advances quickly, seamlessly and responsibly through a platform powered by behavioural data, transaction intelligence and ecosystem integration.

As the first mover in the category, BluAdvance is helping redefine how South Africans access critical essential services, particularly during periods of financial pressure when households are often forced to make difficult trade-offs between items like electricity, water, transport and food.

BluAdvance leverages existing transaction histories and behavioural insights derived from the Blu Label ecosystem to assess consumer eligibility and affordability in real time. This enables responsible access to short-term advances for consumers who may otherwise not have any other options.

*“Access to essential services like electricity and transport underpin economic participation and daily life and should not be viewed as a luxury,” says **Gavin Reuben, CEO of BluAdvance.***

*“BluAdvance is scaling a responsible and innovative solution that improves access to essential services while using data and ecosystem intelligence to support customers in a sustainable way,” adds **Reuben.***

BluAdvance enters the market with what it describes as a “day one advantage” – an existing, pre-qualified customer base built from years of transaction data and ecosystem engagement across prepaid services, digital payments and distribution channels.

These data capabilities which remove lengthy customer acquisition and scoring ramp-up have enabled BluAdvance to establish itself as the clear market leader in electricity advances within a short period of time.

The platform's integration across leading telecommunications platforms and broader digital and physical distribution channels provides immediate reach and distribution at scale, while ongoing development across additional channels, including major retail partners, is expected to further accelerate adoption.

A key differentiator of the BluAdvance platform is its deep ecosystem integration, including established relationships across telecommunications providers, utilities resellers, digital financial services platforms (including e-wallet and alternative finance providers) as well as national retail and distribution networks.

This infrastructure enables not only the delivery of advances at scale, but also efficient repayment mechanisms embedded within existing consumer channels. This creates a highly defensible market position that is difficult to replicate.

While electricity advances are currently at the core of the platform, BluAdvance's underlying technology has been designed as a scalable, white-label platform capable of supporting a broad range of future embedded advance solutions spanning airtime, water and other utilities, and retail products.

This continued ecosystem expansion forms part of BluAdvance's broader strategy to extend access to essential services across South Africa while supporting greater financial inclusion through responsible, technology-enabled innovation.

*"South Africans increasingly require solutions that enable financial flexibility and particularly value those which are immediate, contextual and embedded within the platforms they already use every day. As the first company to bring electricity advances to market at scale, BluAdvance is proud to be leading the development of this category while continuing to expand essential services access through trusted ecosystem partners" **concludes Reuben.***

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NOTES TO EDITORS

About BluAdvance

BluAdvance, part of the Blu Label Unlimited Group, offers a cloud-enabled digital platform that provides product and cash-equivalent advances to eligible South African consumers through automated, easily accessible channels, when they need it most.

By lowering barriers to access, BluAdvance enables consumers to obtain essential micro advances, anytime and anywhere.

BluAdvance's cutting edge platform also empowers businesses to extend relevant advance products to a pre-qualified consumer base, enabling faster, lower risk market entry. This is supported by seamless integration with Blu Label Telecoms' product ecosystem, as well as access to an exclusive distribution network for efficient advance recovery.

Founded in 2023, BluAdvance pioneered the provision of electricity advances at scale in South Africa.

<https://bluadvance.co.za>