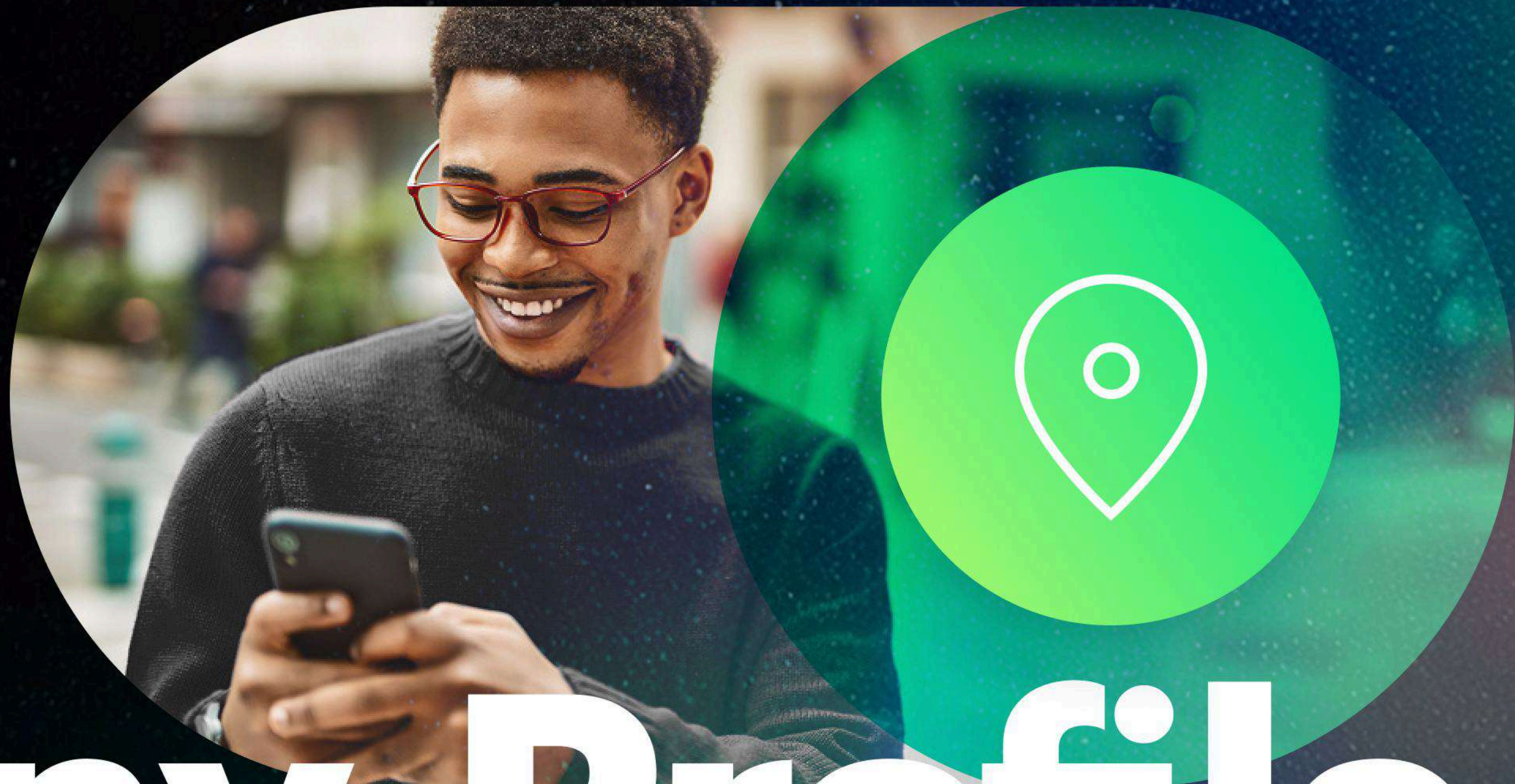
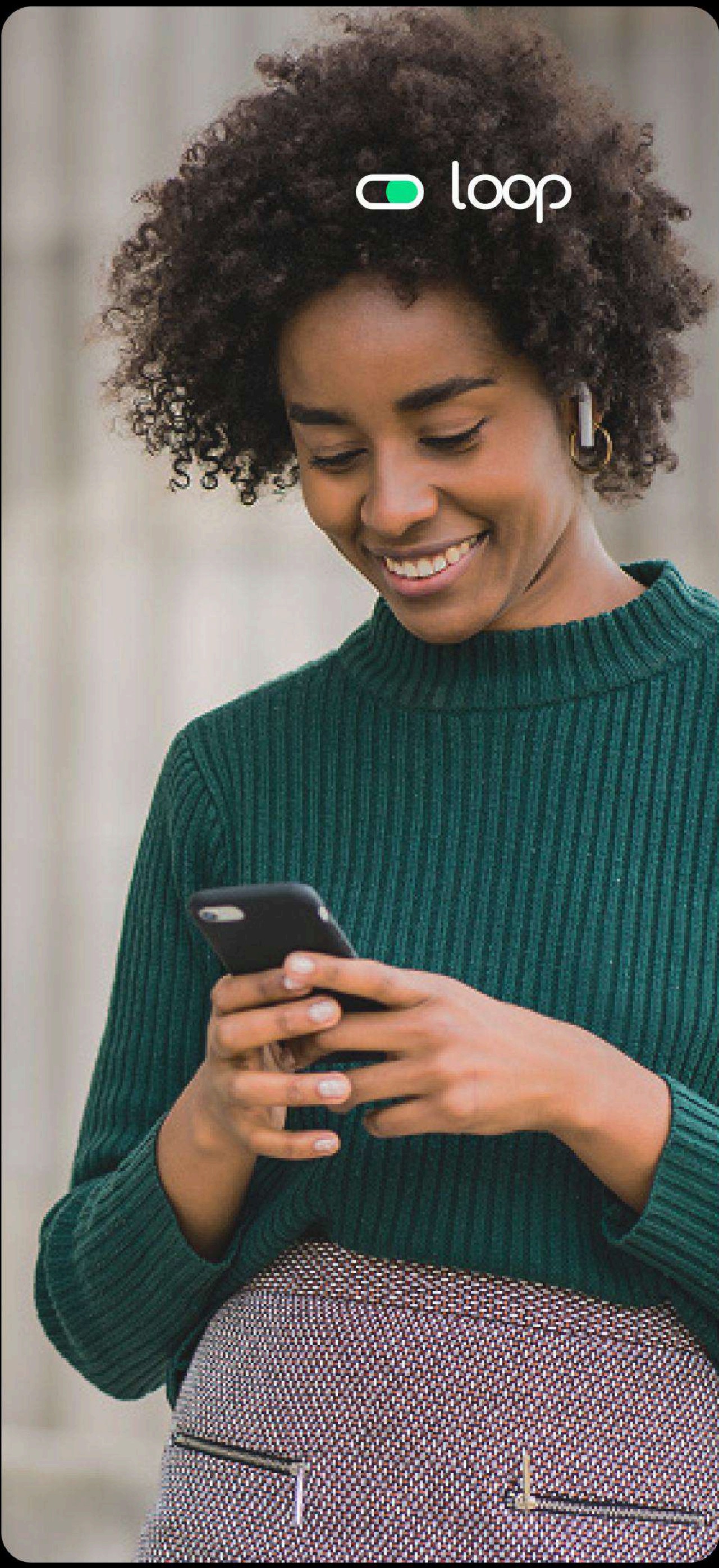
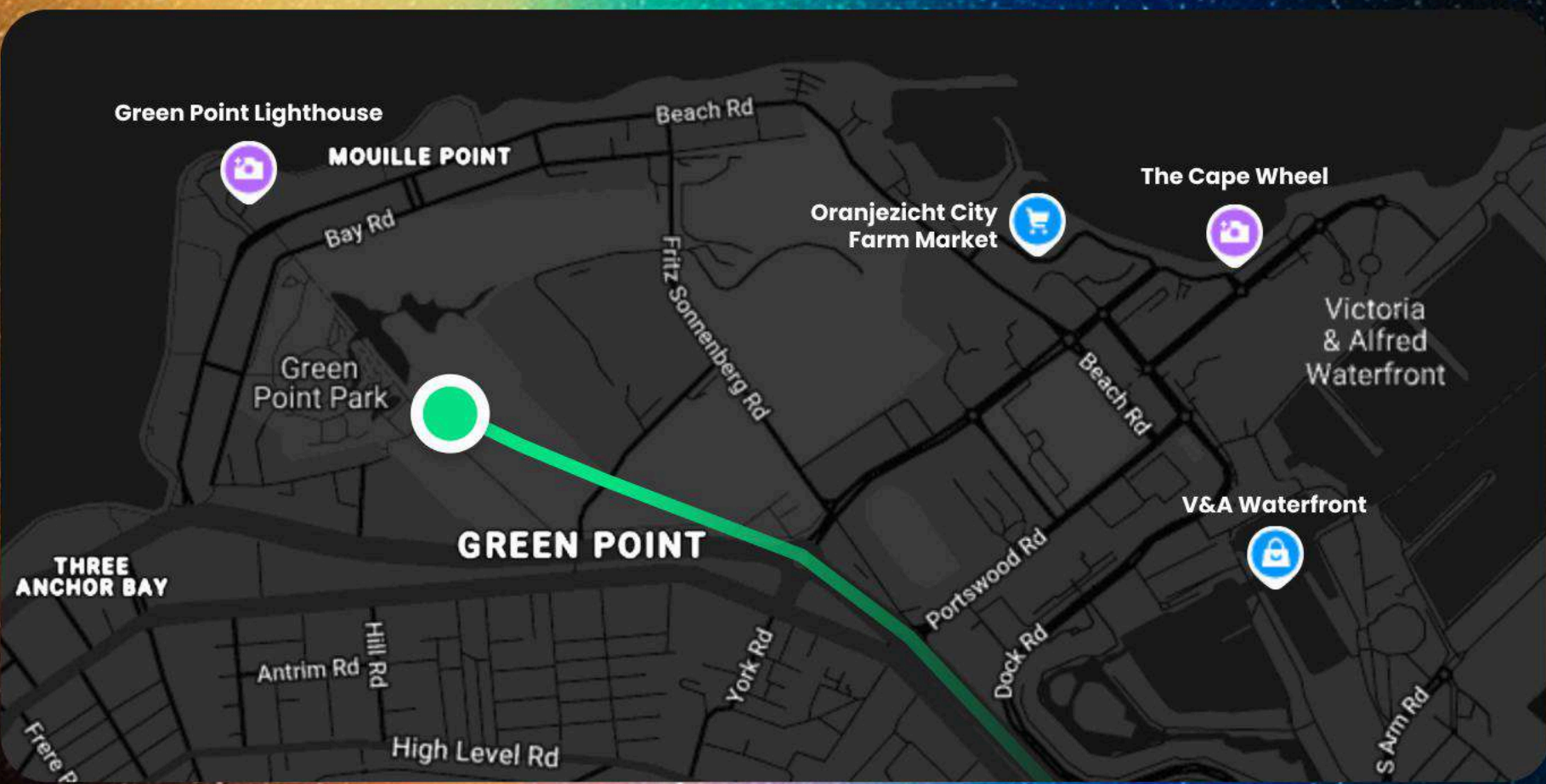
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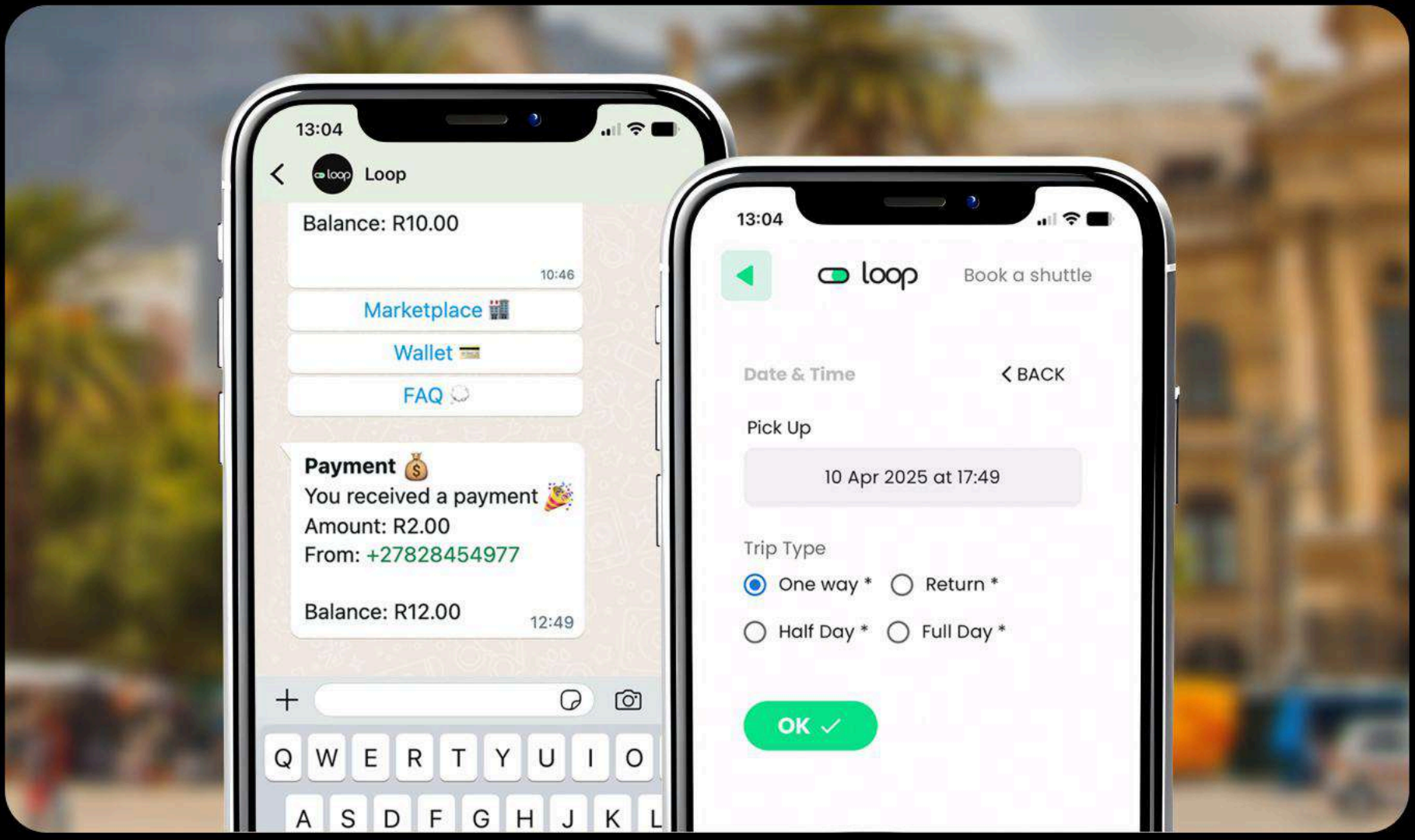
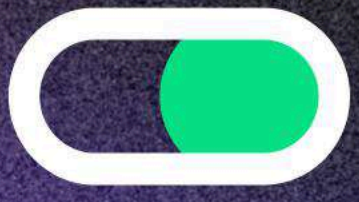


Company Profile

July 2025

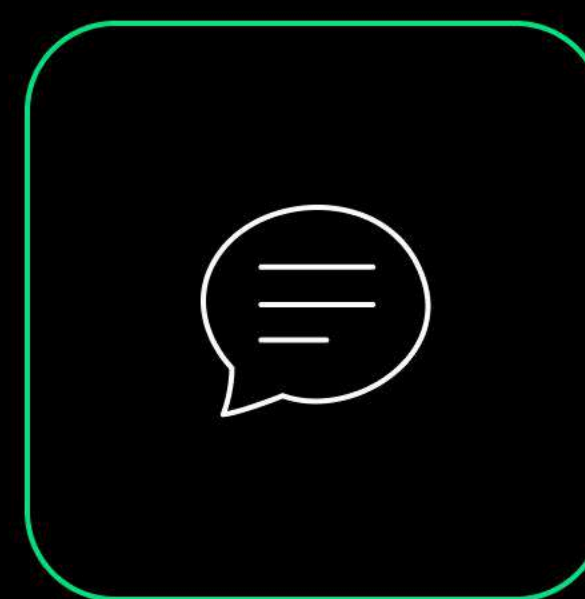


Loop is more than a tech company.



Replacing cash with convenience

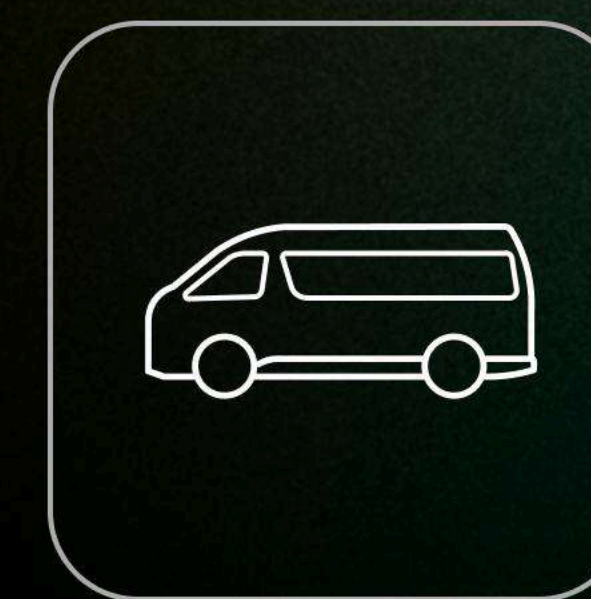
and transforming possibilities for small businesses, drivers and cashless communities with every tap.



Chat-to-Pay



Tap-to-Phone



Corporate Mobility

Tradition

Innovation

A bridge redefining how communities move and transact.

Purpose & Mission



We're on a mission to propel emerging markets into the 21st century by harnessing technology to **make instant, everyday transactions safer, seamless and secure.**

Purpose & Mission



Reimagining public and corporate mobility in South Africa.
Our vision extends to the backbone of our economy: small businesses.



4,000,000

riders had their daily journeys enhanced



2,500,000+

micro-enterprises, 72% of which operate informally



400,000+

drivers empowered through accessible, cashless transport solutions.



13,400,000

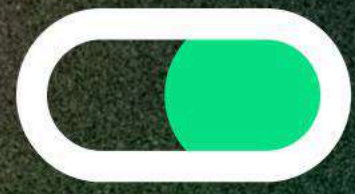
people in South Africa employed by 3 million MSMEs

Driven by a

BOLD

VISION.

A future where
technology doesn't
just move people but
brings them closer.

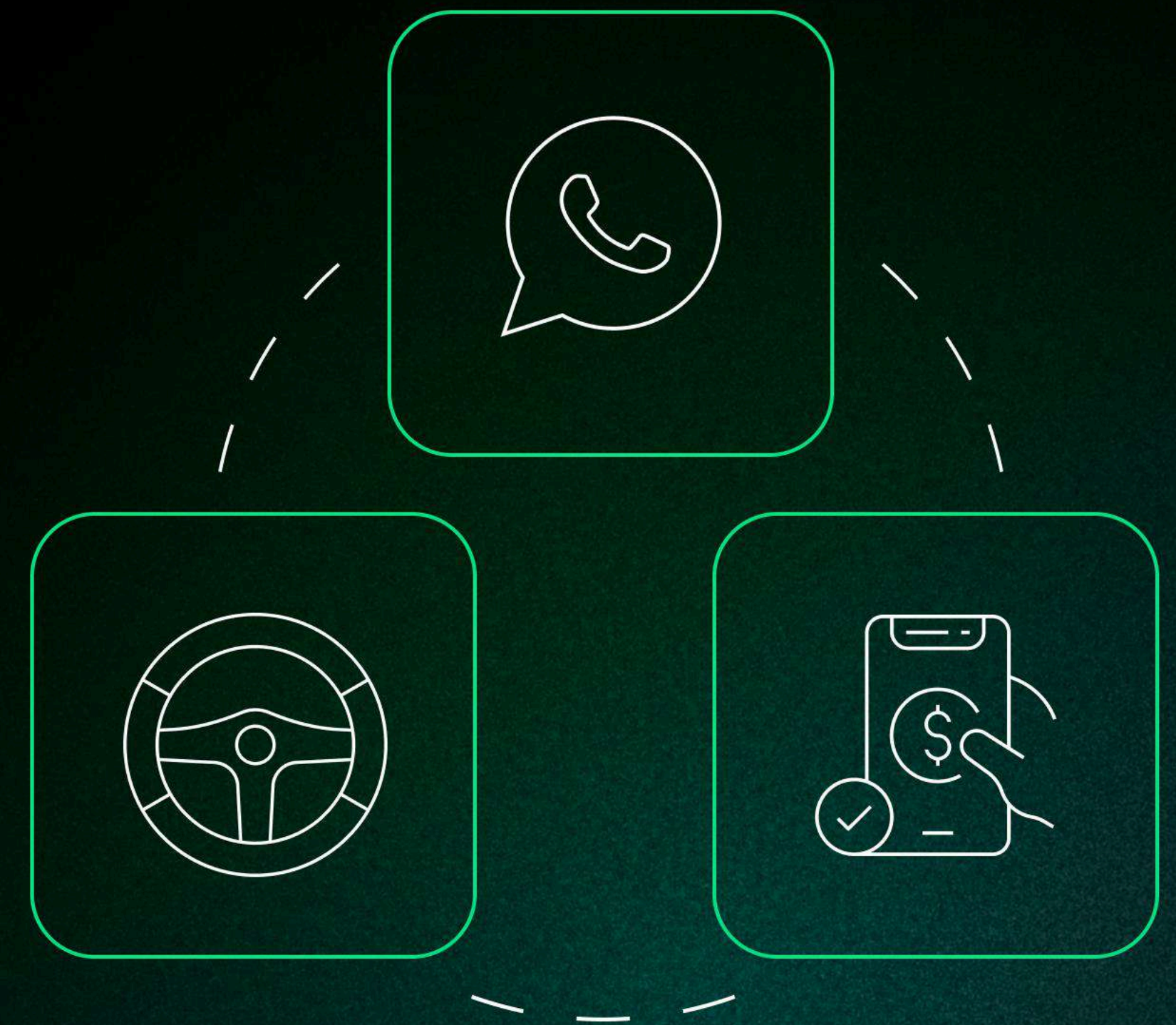


What We Do



Loop is an award-winning mobility fintech platform

revolutionising how businesses and individuals move and transact on WhatsApp – enabling seamless, secure and cost-free cashless payments.

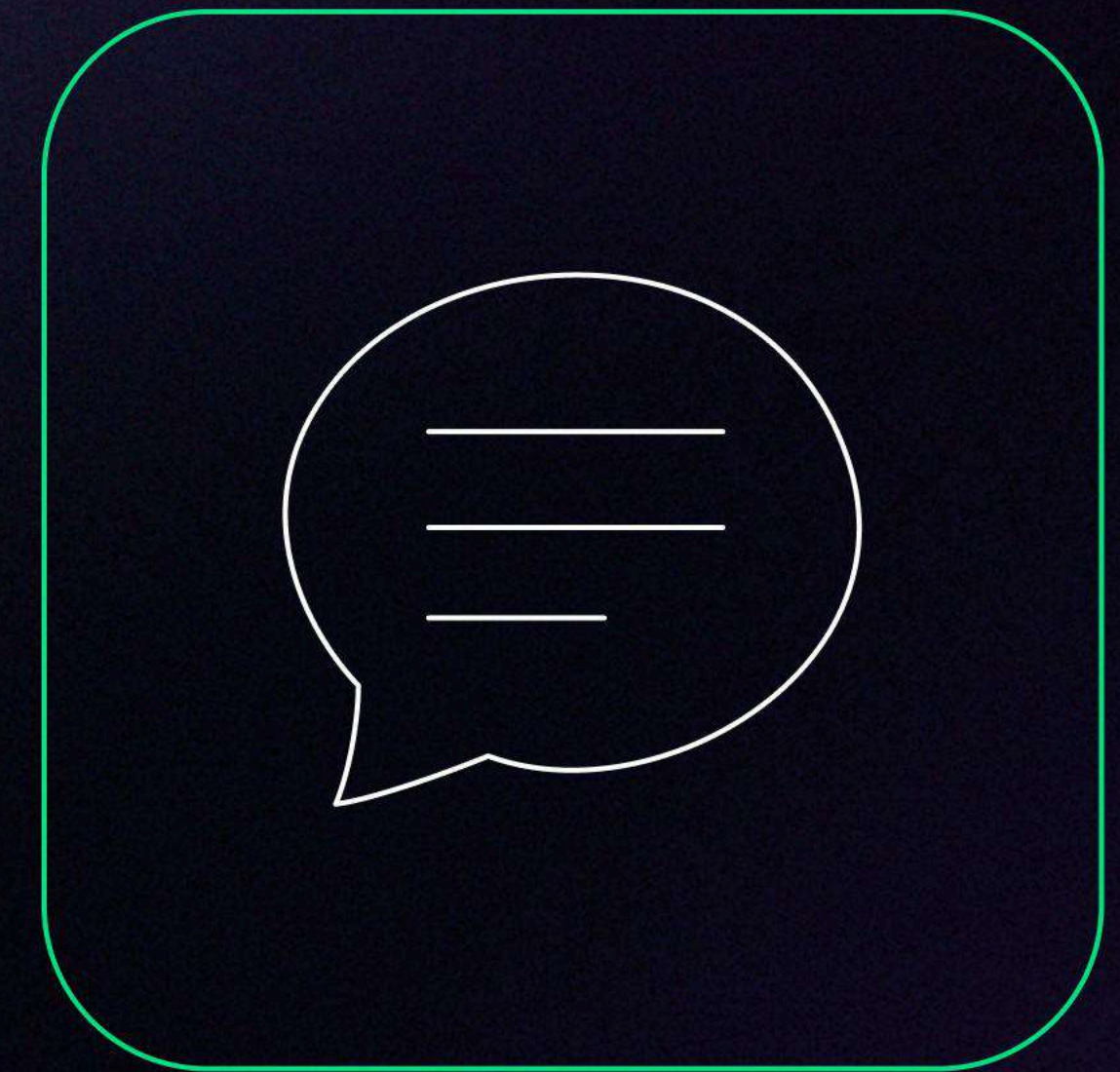


Our Services



A seamless WhatsApp-based payment solution

Instantly transfer money to other users' Loop Wallet using just a phone number – free of charge. It makes cashless transactions as easy as sending a message, eliminating the need for cash or card machines.



Chat-to-Pay

Our Services



Loop's cutting-edge app

Transform any NFC-enabled Android smartphone into a card machine. The Loop Tap app enables merchants to accept secure, instant payments from customers' bank cards without the need for additional hardware or setup costs.



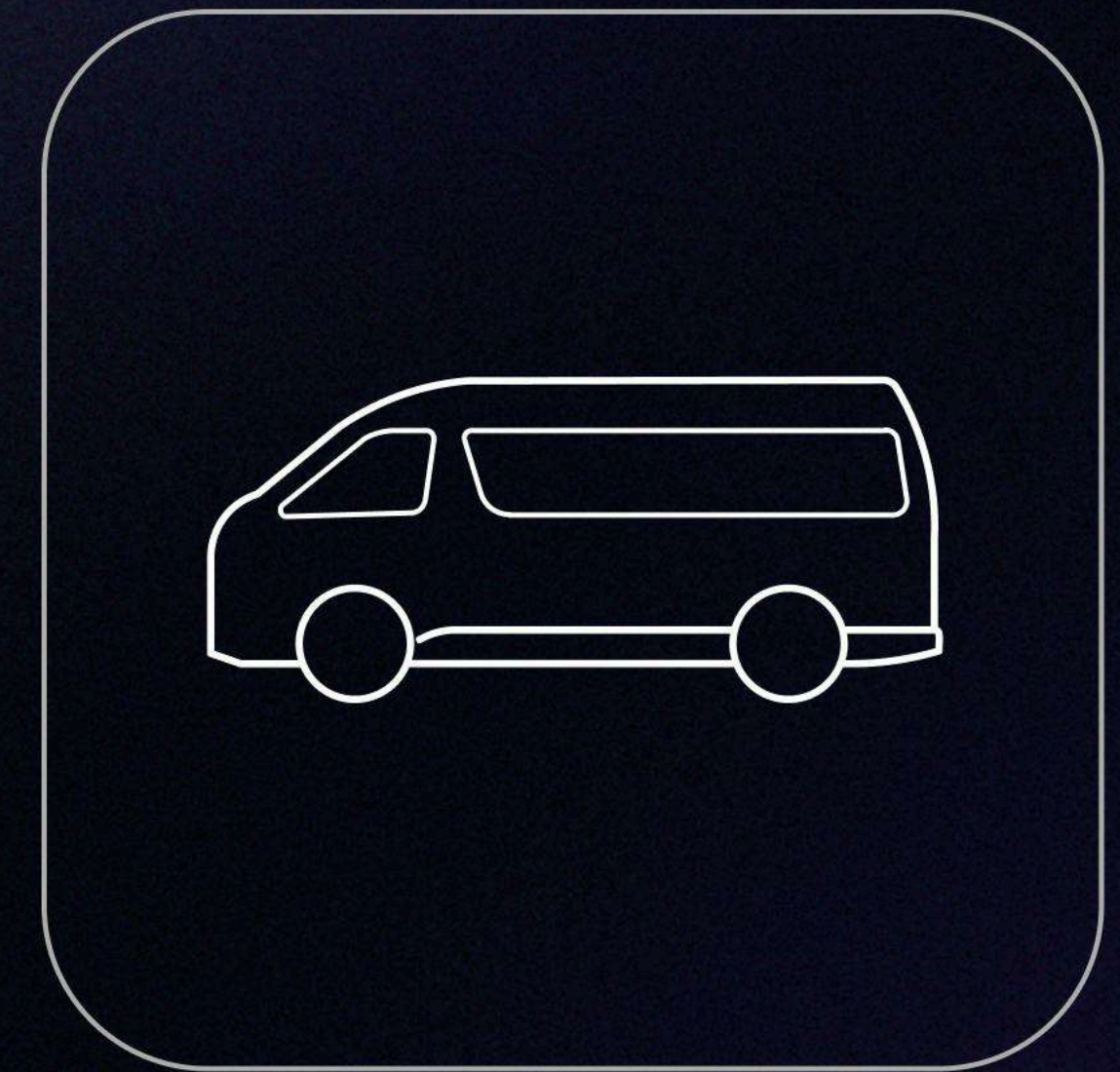
Tap-to-Phone

Our Services



A tailored transportation solution

Providing efficient, cashless staff transport for businesses. CMaaS leverages Loop's vetted driver network and digital payment systems to ensure safe, reliable and cost-effective mobility for corporate teams, even in areas where commuting is traditionally challenging.



Corporate Mobility

Accolades & Press



Best Mobility &
Logistics in Africa



Best Agnostic
Startup 2025



Social Enterprise of the Year 2024
Breaking Ground SMME 2024



Featured on





Let's get in touch

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[HELLO@LOOPLABS.CO.ZA](mailto:hello@looplabs.co.za)



Get there. Get back.