**NEWS ARTICLE**

Incentivise workers properly to grow local communities and the economy

**4 November 2024:** Reflecting on the year, [adumo Payouts](http://www.adumo.com/payouts) has seen consistent growth, meeting its targets and reaching significant milestones. “Notable achievements include securing new clients, particularly in the mining sector, where we rolled out several safety and incentive payout programmes,” says CEO **Steve Mallaby**.

The company also made great strides in thought leadership, raising industry awareness around the importance of safety incentives. A major highlight was Kumba, an adumo client, winning a prestigious international award for employee engagement, with adumo playing a key role in integrating its card-based incentive solution into Kumba’s in-house app.

“Despite the challenges, we have seen good growth and expansion in what has been a productive year,” says Mallaby. Looking ahead to 2025, Mallaby remains upbeat despite a strained business landscape. “We are planning to launch consumer-based offerings to cardholders, which will enhance the value we deliver to our clients by extending employee benefits. It is a win for employees, and naturally it benefits our clients, too.”

The focus for next year is to continue to build awareness and educate the market about the benefits of payout programmes. Mallaby says a key goal is to expand adumo’s reach to junior miners, who may not have traditionally used these kinds of incentive payouts. “We want to make it clear that incentives can drive safety and efficiency across all levels of the mining industry.”

Mallaby emphasises the importance of stronger communication, not just with corporates but also with employees and trade unions. “By creating awareness from the ground up, we aim to generate more demand. This two-pronged approach is about championing the rights of employees and encouraging companies to prioritise safety incentives,” he adds.

Trends that are having a major impact both locally and globally include digitalisation. “There is a global push to reduce cash usage. However, in South Africa, the cultural preference for cash presents a unique challenge. Our goal is to build trust with consumers and employees by offering payout solutions that deliver the same utility as cash, but with the added benefit of enhanced safety,” says Mallaby.

Technology is an essential part of adumo’s business strategy to achieve scale, streamline operations, and drive automation. “It is not about replacing people with technology but rather using technology to maximise the effectiveness and capabilities of our teams. Technology is an enabler, not the strategy itself. We look at how we can use proven, effective technology to drive our goals, particularly in improving financial inclusion.”

The latter remains an important focus for adumo. “We aim to support the underbanked, by offering solutions that provide secure access to funds, without the risks associated with traditional bank accounts, such as debit orders and garnishees,” says Mallaby.

Compliance is a tricky issue, particularly in financial services. “Whilst essential, it can create barriers, and we continually strive to simplify the process and make financial services more accessible. Another challenge is shifting old mindsets about incentive payout programmes,” notes Mallaby.

He also sees significant opportunities in the mining sector. “There is tremendous potential to modernise and elevate incentive payout programmes across the industry. We are excited to lead this change and are well-positioned to drive the transformation.”

Looking to 2025, adumo aims for continued growth as business confidence increases. A major part of its success has been the talented team driving the business. “We always encourage our team members to be curious, push boundaries, and not fear failure. If you are going to fail, fail fast and embrace the learnings. We have a strong work ethic and a culture of caring for each other and our clients,” concludes Mallaby.

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**About adumo Payouts**

Physical and digital prepaid, secure payout solutions for South African businesses.

Trusted by over 500 corporates and backed by Mastercard, our transactional card products empower you to recognise and reward positive workplace behaviours.

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