



## MARKET ANNOUNCEMENT

9<sup>th</sup> December 2021

### LAUNCH OF FIJICARE REVERSE VENDING MACHINES AND **BOOLA** APP

FijiCare Insurance Limited (“FijiCare”) is pleased to announce the launch of **FijiCare Reverse Vending Machines and BOOLA App**. This is a corporate social responsibility initiative of FijiCare geared towards environmental sustainability.

The FijiCare Reverse Vending Machines enables users to recycle PET bottles in return for points which can be redeemed for products and services. The machines use AI technology and is powered by a new e-wallet called **BOOLA** which enables users to simply scan a QR code upon recycling PET bottles in the FijiCare Reverse Vending Machines to update their points. Each bottle recycled entitles the user to 10 points which can then be accumulated and redeemed for selected products and services.

FijiCare Executive Director, Mr. Avi Raju commented at the launch, *“This initiative was made possible through a partnership with the UNDP’s Pacific Financial Inclusion Program through a ‘Pitch’ event in which Malaysia’s Klean won the pitch to develop an innovative reverse vending ecosystem. This represents a unique opportunity to Fiji in rolling out a sustainable and impactful recycling program which FijiCare is proud to be a part of.*

*We are also grateful to the Ministry of Economy and the Ministry of Environment for onboarding Waste Recyclers (Fiji) Pte Ltd to assist in the recycling process and we hope that other partners will join FijiCare in this CSR initiative particularly for products and services for points redemption.”*

The FijiCare Reverse Vending Machines and **BOOLA** App was launched last night by the Acting Prime Minister, Honourable Aiyaz Sayed-Khaiyum.

[#downloadcareFiji](#)

[#socialdistancing](#)

[#staysafe](#)

[#maskup](#)

Mr. Avi Raju  
Executive Director

Mr. Victor Robert  
Company Secretary

***“better health for Fiji”***