



To Whom it May Concern

CEO Communications (Pty) Ltd has been working with Brand Smart for the past two years. We first approached the organisation when it became apparent that we needed greater brand alignment between our various product offerings.

After an assessment of our business and its key strategic objectives, Ms Thabede offered us a number of prospective avenues that we could pursue to not only achieve brand alignment but also afford CEO Communications (Pty) Ltd the opportunity strategically align its product offerings with its core market.

Ms Thabede has taken a hands-on approach throughout her association with CEO Communications (Pty) Ltd and has proven that she is not only a theorist but has regard for the practical implications of her strategic input. She has proven herself adept at assisting us obtaining meaningful business results and we look forward to our continued association with both Ms Thabede and Brand Smart.

Kind regards

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