

9 July 2021

To Whom It May Concern

Dear Sir / Madam

As Prolog Consulting, we have had the great pleasure of working with Ms Eve Berriman of Zebra Crossing, since September 2020.

Eve has played a critical role in assisting us to drive social media awareness on behalf of, and for a number of our clients. These have included designing, developing and implementing social media campaigns for Business for South Africa (B4SA), an organisation made up of over 100 volunteers from the business sector, who are collectively assisting the SA Government to address the Covid-19 response in the country. Eve specifically led our social media campaign to encourage the business sector to pay their SME suppliers within 30 days. This is the most successful social media campaign that B4SA has run to date. She has also assisted us, and continues to do so, on a number of other campaigns for our clients, including the SA SME Fund, IWAG and various others.

Eve is extraordinarily capable and efficient, an excellent strategist, diligent and responsive, and committed to working alongside our team to deliver against our clients' objectives.

We look forward to continuing our relationship with Eve in future.

Yours sincerely

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