

Marketing: Retail Mass Market Division
O BOX 784531
Sandton
2146
Tel: +27 (0) 112171545
Fax: +27 (0) 11211703
Cell: 082 4144 200
Email: nmosupye@oldmutual.com

15 August 2008

To whom it may concern

This is to confirm that Ms. Pamela Segakweng serviced our division Retail Mass Market from January–June 2008 as a Communication Strategist Consultant through an advertising agency Blue Flame that we work with.

As a big organisation, we work with big advertising agencies, and very often in our case (Mass Market Division), we have had a big challenge in procuring services from the most suitable agency that could have a good understanding of the low-income bracket market (Mass Market). It was in this instance that we specifically requested Blue Flame to find a strategist that has the best insight and understanding of this market, given our enormous business challenges for 2008-2009. For us it was very refreshing to find that Ms. Segakweng was co-opted as the strategist on our account, having known her before as the person that has handled the same market with great success within the financial services in one of the four big banks.

Ms. Segakweng assisted us by developing the overall Communication Strategy 2008-2009 in line with our planned Marketing Strategy for 2008-2009. Given the greatest challenges in achieving our set business targets and objective for 2008/2009, the communication strategy devised by Ms. Segakweng has aided us in executing the most comprehensive advertising campaigns for the year and we are still rolling out with the activities as determined by the directions taken from the developed communication strategy-albeit limited budgets. In addition to the well planned and thought through communication strategy, ad hoc projects were also sought out from her expertise; Products and Services communications strategies to date.

Old Mutual Life Assurance Company (South Africa) Limited. Reg No: 1999/004643/06
Licensed Financial Services Provider

JH Sutcliffe (Chairman) (British), PB Hanratty (Managing Director) (Irish), PG de Beyer, Prof GJ Gerwel, RM Head (British), Dr D Konar, Ms AA Maule, M Mittal (British), J Naidoo, Mrs GT Serobe, GS van Niekerk, Prof AH van Wyk.

Company Secretary: RF Foster

Old Mutual Retail Mass Market
Old Mutual Square, 93 Grayston Drive, Sandton 2196
P.O. Box 784531, Sandton, 2146, South Africa
Tel (011) 217 1768, Fax (011) 217 1785,

Having struggled for a while in getting the right agency that can deal with the Mass Market communication strategy, we can certainly attest to Ms. Segakweng's expertise in dealing with this market. Her ability to work with a client as big as us and be able to translate our needs, strict requirements and demanding schedules only points to her high standard of professionalism and efficiency. In addition we strongly believe that, her background and excellent marketing expertise has had a great impact in enabling us to deliver to our Marketing Strategy and more so our business objectives.

In supporting our department, Ms. Segakweng was able to interact with our internal support structures with the utmost sensitivity and professionalism. Her good command and knowledge of communication/marketing strategy and research has been very valuable in our division and she was able to impart her knowledge with the utmost ability to our division and support structures. The strategy documents that she has developed for us serve as a guiding tool in our endeavor to meet and action our marketing strategy in the market against our competition.

We believe that Ms. Segakweng is a valuable communication strategy consultant and would be happy to recommend her for further projects of this nature.

Yours Faithfully



Ms. Thandi Mosupye

Marketing Manager: Retail Mass Market

Old Mutual Life Assurance Company (South Africa) Limited. Reg No: 1999/004643/06
Licensed Financial Services Provider

JH Sutcliffe (Chairman) (British), PB Hanratty (Managing Director) (Irish), PG de Beyer, Prof GJ Gerwel, RM Head (British), Dr D Konar, Ms AA Maule, M Mittal (British), J Naidoo, Mrs GT Serobe, GS van Niekerk, Prof AH van Wyk.

Company Secretary: RF Foster