



6 June 2017

To Whom It May Concern

**Shakes Dlutu**

During 2015 and 2016 we used Shakes as an inspirational speaker at our National Sales Convention (2015) and our Regional Sales Conventions (2016).

Shakes presented at our National Sales Convention to 250 senior and middle management. After his presentation they were asked whether or not they would recommend him as a speaker at more than 2000 store managers in 2016. The response was a resourcing 100% "YES" vote.

During 2016, the year in which we celebrated our 50<sup>th</sup> year birthday, Shakes formed part of the annual PEP "roadshow" presenting to 22 regions in 4 weeks.

He really connected with our stores managers and he received a standing ovation at every session.

Always professional, sharp, witty and talking into our culture is what makes him a very unique speaker.

I can confirm that Shakes will add value and is certainly a speaker that we will use again.

Yours sincerely

**Davie Louw**  
National Sales People Support Manger  
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