



SALES DRIIVN

27 September 2021

To whom it may concern:

Re: Reference Letter - The Advisory Bay (Pty) Ltd

For the past year, SalesDrivn, a digital technology start-up business in the United Kingdom, has worked with The Advisory Bay (Pty) Ltd on several aspects around the elements required to start a business. Hiten Keshave, the director of The Advisory Bay (Pty) Ltd has been instrumental and a huge asset to our organisation in helping us understand our broader strategic elements to allow us to scale and grow into a 7-digit revenue business within the space of 12 months.

We highly recommend The Advisory Bay (Pty) Ltd to anyone looking to maximise on productivity, efficiencies and effectiveness both in business and their personal life. Their coaching techniques and methodology, collaborative approach and extensive start-up industry knowledge is undisputable regardless of which stage you are in business.

If you have any further questions please feel free to contact me as per the details below.

Yours faithfully

Shane P. Mahi

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Position: CEO

Company: DRIIVN LIMITED

Date: 27/09/2021