



European Cleveland Limited | Building 32, Bay 2, 2nd Avenue | Kingswinford, West Midlands, DY6 7UF | GB

4 January 2020

Reference Letter – Tony Hobbis – Creative Advertising Agency

To Whom It May Concern

This letter serves to confirm my highest professional regard for Tony Hobbis, former creative director and owner of Lighthouse Designs, a creative design and advertising agency. Whilst operating his advertising agency, Tony has been a key contributor to my advertising, marketing and communications strategy activities since 2004, in my role as Export Sales and Marketing Director for Somta Tools, and more recently from 2014-2017 in my role as Managing Director of TDC Cutting Tools.

Tony is an extremely creative, lateral thinking and likeable individual. He's proven over the years that he's always willing to dedicate himself, and worked long hours to achieve the criteria specified in marketing/advertising briefs, to budget and on-time. As such, he has been a valuable asset in helping me successfully reach my professional marketing and advertising goals.

Some of the projects which Tony has worked on for me from 2004 to 2017 include:

- Creating several advertising campaigns from concept to execution, for Somta Tools, including "Mini Athlete" tool advertising campaign, and "Big Five Wild Animal" campaign. Tony created the concept, produced graphics and advertising material including USP and copy. These were used for international cutting tool exhibitions, most notably the EMO fair in Hannover, Germany, four times from 2004-2014.
- Preparation of numerous individual cutting tool adverts which appeared in "Metalworking News" publication for our printed advertising campaign each year.
- Setup, preparation and completion of high resolution photos of cutting tools from small to large diameter. Products were always immaculately and professionally presented, due to Tony's excellent eye for aesthetics and attention to detail.
- Designing and creating eye-catching vehicle wrap corporate advertising for TDC company vehicle (VW Tiguan) in 2015.
- Designing, creating content and managing company websites for both Somta and TDC (2004-2017).

I therefore have no hesitation in recommending Tony for any advertising, creative or strategic marketing role, and look forward to continuing my excellent working relationship with Tony in the future.

Tony would be a highly creative asset for any advertising agency, corporate communications or business strategy company, and I recommend that he should be interviewed to explore the full scope of his creative potential and review his current portfolio. Should you require any further information, please contact me on mobile number +44 (0)7393 930678.

Yours sincerely
European Cleveland Ltd.

David Risk
Sales & Marketing Manager / Director

European Cleveland Limited

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GK: 2012/001907/07

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4th January 2020

RE: Tony Hobbis – Director – Lighthouse Designs

In June 2012 I joined Gromor (PTY) Ltd as their Marketing and Sales Manager. It was a Company established in 1966 and had just been bought by 5 Agriculturalists. The goals set for me were to grow sales and to bring the brand into the new Century. I don't think anything had been done since the original product development in 1966/7. I needed someone with special understanding and vision to help this happen.

That is when I met Tony Hobbis from Lighthouse Designs and Advertising. It was in July 2012. We had our first meeting where I explained to Tony what we were about. We had 3 specific parts to our Business. Organic products for retail, chemical fertilizers for retail and bulk chemical fertilizer for sale direct to farmers. I think this was a fairly new avenue for Tony but he was more than happy to assist.

After many meetings and discussions on what would be "fresh" for the retail market Tony approached the owners with some designs. He had been very specific for each of the 3 categories that we had to design new packaging/bags for. Each one had a theme to it that was very fresh, the artwork spoke to you and was very easy to understand. In particular the retail chemical fertilizer was something totally new to the market. This might sound hard to believe, but prior to the artwork change we were selling 30 tons of small bags per annum. After the re-launch the sales grew to 180 tons for that year and are now in excess of 350 tons per annum. Sure some of it was from having a uniform range to sell that looked good, but the main reason for it's huge success was the freshness of the ideas, the fact that people did not have to ask what product did what as the packaging told you what it was for in 3 different ways: 1) Pictorially – you could see what it was meant for. 2) The main catch phrase/heading – if you didn't get the picture then the catch phrase was the deal breaker. 3) The legal requirements – this was the small print that explained how to use it. The last thing that everyone reads and basically the only thing our competitors had. The irony and pleasure that we did something right was not lost on me this past year, when the biggest National supplier of retail small bag fertilisers changed all their artwork to look very much like ours.

Directors:

M N Hubble • G R Holzhausen
J P Janse van Vuuren • G J Jelliman • B W Dixon • R L Mann • J L de Beer
A S Myburgh • J E W Fivaz • L G Goetzer • M E Rehde

For all your organic solutions

MANUFACTURERS OF GROMOR COMPOST AND ORGANIC FERTILISING MATERIAL



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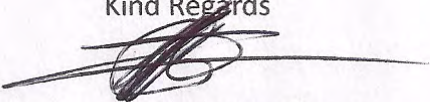
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So, without writing an essay, Tony was very good for our business because:

- He took the time and effort to actually find out what we did.
- He took the time to understand the products and what they did.
- He listened to the brief and what direction we wished to go in.
- He would not just listen, but would engage and ask questions. He would also add in his own ideas and thoughts. Which was very helpful.
- He was very patient and accommodating when trying to get consensus from a committee. That being the Directors who all had their own ideas.
- He got things done on time.
- For us it was great that he was not one dimensional. He did design and fabricating which meant we did not have to look elsewhere to get what was designed made by someone else.
- He did our pamphlets, our adverts for written media, gazebo's, labels and banners.
- He could do all our photo shoot's.
- But most of all Tony was honest and a good person.

Our loss will be someone else's gain, of that I have no doubt. Just before Tony left, we were bought out by another Company called TWK Agri. The reason I mention that is that the e-mail address on the letterhead became obsolete from the 1st December 2019 so if you need to make contact with anyone you can use receptiongromor@twkagri.com or bryangromor@twkagri.com

Kind Regards



Bryan Christophers
Marketing and Sales Manager
GROMOR (PTY) Ltd

Directors:

M N Hubble • G R Holzhausen

J P Janse van Vuuren • G J Jelliman • B W Dixon • R L Mann • J L de Beer

A S Myburgh • J E W Fivaz • L G Goetzer • M E Rohde



For all your organic solutions

MANUFACTURERS OF GROMOR COMPOST AND ORGANIC FERTILISING MATERIAL

6 January 2020

In reference to Tony Hobbis - Lighthouse Designs and Advertising

I met Tony about 15 years ago, but our professional relationship really started at the end of 2013 when our company Mamusa identified the need to establish a brand and enter global sales of Dried Fruit for the retail market. Over the last 5 years, Tony and his agency Lighthouse Designs and Advertising in South Africa were instrumental in the growth and establishment of our brand GO.

Today our GO brand is widely registered around the world.

Projects for the GO brand consisted of:

- Brand development for GO and sub-brands
- Exhibition Collateral
- Product photography
- Conventional printed Marketing collateral for Brochures, Leaflets, Catalogues and Posters
- Digitally printed Marketing Collateral for Banners, Exhibitions, Tablecloths, Bags and POD
- Packaging Design, development and Co-ordination for various dried fruit products from Snack packs, gift sets, snacks on the move, energy snacks, Smart fruit and Big Moments
- E-Commerce Collateral
- Web development
- Stop Motion Interactive Collateral

Tony's work has been recognized as unique and exceptional.

In spite of the fact that he would form a strong idea about a project, he was always prepared to listen and try suggestions. He always walked the extra mile, and went out of his way to meet a deadline, even when he was put under pressure when the time given to him was short.

We definitely miss Tony and his team, and the valuable contribution he made in our company. He certainly is an asset.

For any further inquiries or reference, please do not hesitate to contact me.

Yours Sincerely

Elmien de Villiers

Mamusa Marketing (Pty) Ltd
Director: W. de Villiers
Reg nr: 2016/061620/07

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Letter of Reference

Dated: 09th March 2020

Tony Hobbis – Creative Art Director – Lighthouse Designs

This letter of reference serves to confirm my working relationship with Tony Hobbis for over 15 years in the Graphic Design and Web Developer marketplace. I run a small and focused web development company, and after moving from Cape Town to Pietermaritzburg, I was duly faced with the task of finding creative agencies to collaborate with going forward.

After working with some rather average agencies, I finally had the pleasure of meeting Tony Hobbis from Lighthouse Designs. Tony was a breath of fresh air, a step up from the norm, creative, dedicated, passionate, and a quality of work from conception to final presentation that exceeded expectations. I found Tony easy to communicate with and had a wonderful eye for all things graphic, including web development layouts and their user interface. Tony assisted me in growing my business to new heights offering cutting-edge designs and web layout solutions a cut above the industry standards.

Tony always had a keen eye and sound advice and offered invaluable assistance on my projects, namely:

- Logos and Graphic implementation of a brand into a web based environment
- UI Design
- Professional Photography
- Cutting edge and vibrant web based animations
- Video production
- Creative Text content

Tony produces work of the highest calibre and his energy and passion for design surpasses the norm, I have no hesitation in recommending Tony as a valuable component of any design project from Print to Web Development projects.

Please see a few recent working examples of project collaboration with Tony;

Go Fruit Snack - <http://gofruitsnack.com>

Motor King & Marine: <https://mkm.co.za>

LHDMX – <http://lhdmx.atlantech.co.za>

In conclusion, I would recommend making use of Tony's exceptional skills, he offers world-class design skills, has innovative suggestions that offer value to projects, is also a good listener, and is transparent and honest in all his business dealings. I look forward to working with Tony in the future should the opportunity arise.

Please contact me on dylan@atlantech.co.za, or call on +27 71 676 6513 should you need any further information.