



23 Woodley Road
Plumstead
Western Cape, 7800
+27 (0)76 033 6520
martinhesse.money@gmail.com

13/11/2023

To whom it may concern

In my former position as editor of the widely read Personal Finance section, which appears in four of South Africa's major weekly newspapers, I had regular contact with Bullion PR & Communication, which supplied regular finance-related content. As a freelance writer I continue to enjoy a beneficial working relationship with the company.

The content is always of a high professional standard, balanced and relevant to readers, showing a solid grasp of what may be complex subject matter. Lola Lazarus, the managing director of Bullion PR, is always engaging and willing to assist with any queries.

I have no hesitation in recommending Lola and Bullion PR to prospective clients.

Sincerely,

Martin Hesse

Specialist personal finance writer and copy editor



To Whom It May Concern.

Having been a board member for the NCR, I was introduced to Bullion PR & Communication approximately 18 years ago when they handled the transition of the Micro Finance Regulatory Council to the National Credit Regulator and subsequently the implementation of the National Credit Act.

Bullion PR and Communication handled both accounts in excess of 15 years after which I appointed them to handle the public relations for the Credit Ombud.

After my tenure at the Credit Ombud, I then appointed Bullion PR and Communication to work with me at the Southern African Fraud Prevention Services.

Over the years Bullion PR and Communication as handled all aspects of our account from research and strategy to media liaison and implementation.

I believe the MD, Lola Lazarus' 20 year track record with me speaks for itself and our long working relationship is indicative of the professionalism by which she runs the company.

I highly recommend Bullion PR & Communication.

Regards

MANIE VAN SCHALKWYK

SAFPS CEO

Telephone | +27 (0)11 867 2234 EXT 267

Cellular | +27 (0)83 268 0497

Fax | +27 (0)11 867 2315

Website | www.safps.org.za

Postal address | P.O. Box, 2629,
Alberton, 1450



23 June 2023

To whom it may concern

Re: Work Reference for Bullion PR & Communication

I am writing this letter to provide a work reference for Bullion PR & Communication based on their exceptional services provided to MANCOSA. As Marketing Manager at MANCOSA, I have the privilege of working closely with the team from Bullion PR & Communication and can confidently attest to their professionalism, dedication, and outstanding results.

Bullion PR & Communication has been instrumental in enhancing our brand visibility, managing our public relations activities, and implementing effective communication strategies on behalf of MANCOSA. Their expertise in the field of public relations, coupled with their deep understanding of our industry, has significantly contributed to our success.

Bullion PR & Communication consistently demonstrates their ability to deliver high-quality work within strict deadlines. Their team exhibit strong project management skills and an unwavering commitment to achieving our objectives. They show great attention to detail, ensuring that all communication materials and media releases were well-crafted, accurate, and aligned with our brand voice.

They proactively identify opportunities for media coverage, and secured numerous high-profile media placements, both online and off-line. Their efforts continue to play a vital role in elevating our brand reputation and expanding our reach to new audiences.

Their ability to adapt to evolving circumstances and provide strategic guidance when needed showcases their professionalism and commitment to client satisfaction.

In summary, Bullion PR & Communication is an invaluable partner to MANCOSA, consistently exceeding our expectations with their exemplary work. They play a significant role in enhancing our brand image, amplifying our messaging, and driving positive media coverage. I wholeheartedly recommend Bullion PR & Communication to any organization seeking top-notch public relations and communication services. Their expertise, dedication, and results-oriented approach make them an ideal choice for any company looking to elevate their brand visibility and reputation.

Should you require any further information or have specific questions regarding their work with MANCOSA, please do not hesitate to reach out to me at Loshnee.Bridgmohan@mancosa.co.za

Thank you for your attention, and I wish Bullion PR & Communication continued success in all their future endeavours.

Loshnee Bridgmohan
Marketing Manager

Durban: PO. Box 49494, East End, Durban, 4018, South Africa, 26 Samora Machel (Aliwal) Street, Durban, 4001, South Africa
Tel: +27 31 300 7200, Fax: +27 31 300 7297 email: mba@mancosa.co.za website: www.mancosa.co.za

Johannesburg: PO. Box 291354, Melville, Johannesburg, 2109, South Africa, 1 Cedar Avenue, Auckland Park, Johannesburg, 2092, South Africa
Tel: +27 11 853 3000, Fax: +27 11 482 9072 email: jhb@mancosa.co.za website: www.mancosa.co.za

Cape Town: PO. Box 411, Rondebosch, 7701, South Africa, TNS House, 10 Mill Street, Newlands, Cape Town, 7708, South Africa
Tel: +27 21 671 6576, Fax: +27 21 671 4306 email: capetown@mancosa.co.za

MANCOSA is registered with the Department of Higher Education and Training (DHET) as a private higher education institution under the Higher Education Act, 1997 (as amended). Registration No.2000/HE07/003. CK No. 1996/004727/07



To Whom It May Concern.

We have enjoyed a long-standing relationship with Bullion PR & Communication on Tiger Brands' flagship brand, Albany Bakeries.

Bullion PR has proved to be agile enough to meet our exceedingly tight deadlines and are always willing to accommodate us when adaptations need to be made.

Currently, Bullion PR handles all aspects of our public relations activities and communication strategy in addition to the implementation of all activations and product launches.

In particular, the agency has managed to raise a tremendous amount of awareness for our Heritage Month campaigns with Dr Esther Mahlangu. Media exposure on these events have lasted well into the following year.

It is with great pleasure that I recommend the agency to anyone looking to improve their presence in the market place.

Regards
Matshela Seshibe
Managing Director Albany Bakeries



Marketing Company Level 1 BEE,
Black Female Owned
Reg No: 2023 / 757309 / 07

To Whom It May Concern:

During my extensive collaboration with Bullion PR & Communication team over the last 8 years, I have had the privilege of working closely with them on projects involving Tiger Brands and Pepsico.

Throughout this period, I have been consistently impressed by their exceptional professionalism, proactive approach, and comprehensive understanding of our business.

What sets Bullion PR & Communication apart is their unwavering commitment to approaching public relations from various angles. They go beyond the conventional methods and constantly seek innovative strategies to achieve outstanding results. Their ability to think outside the box has resulted in frequent opportunities, creative ideas, and invaluable advice that have greatly contributed to our success.

Working with Bullion PR & Communication has been an absolute pleasure. Their team members are not only highly skilled and knowledgeable in their field from PR to digital, but they also exhibit a genuine passion for what they do. Their dedication is evident in the quality of their work and the exceptional level of service they provide.


Based on my extensive experience with them in the consumer, African market, I wholeheartedly recommend Bullion PR & Communication. Their professionalism, proactive nature, deep understanding of our business, and ability to deliver excellent results make them an invaluable asset to any company looking to launch in the emerging market. I have no doubt that they will continue to exceed expectations and provide uncompromising support to any organisation fortunate enough to work with them.

Regards

MMAPHUTI RANKAPOLE
FOUNDER – MODISA MARKETING

Previous Marketing Director – Albany Bakeries, Tiger Brands
Previous Managing Director – Beverages Category, Pepsico

 modisamarketing@rankapole.co.za

 082 297 0818

 7 Westbourne Street,
Johannesburg

To Whom It May Concern.

I was introduced to Bullion PR & Communication many years ago having worked in the legal department for the National Credit Regulator (NCR).

I then continued to work closely with Bullion PR when I joined the Credit Ombud, where Lola and her team assisted us on many aspects of our PR and communication strategy, including the annual report.

She worked closely with our internal team and above-the-line agencies to ensure a synergistic approach to our communication strategy.

Bullion PR now supports me as the Banking Ombud at the Ombudsman for Banking Services and we obtain excellent results from the consultancy's professional understanding of the media and the industry.

Our long-term working relationship is testament to Lola's attention to detail and media relations. We have full confidence in Bullion PR and Communication when it comes to handling our public relations and annual report launch.

Bullion PR and Communication is a boutique agency with the ability to offer the full gamut and implementation of all PR requirements.

I do not hesitate to recommend Bullion PR to any prospective client.

Regards

Reana Steyn
Ombudsman for Banking Services

Direct Line +27 11 712-1857

Tel +27 11 712-1800

Sharecall +27 860 800 900

Fax +27 86 683 1447

Website www.obssa.co.za

Physical Address 34 - 36 Fricker Road, Ground Floor,
Illovo, Johannesburg, 2196



From the desk of: Vuyani Jarana
Chairman Mobax SA

To Whom It May Concern:

I have worked closely with Lola Lazarus (Managing Member) of Bullion PR & Communication, on the Mobax account, for which I am the Chairman.

We have worked together in excess of a year and in that period of time her integrity, and ability to grasp communication requirements for business strategy with immediacy, is of a very impressive standard.

I have the utmost confidence that anything disclosed to the company in confidence is treated with respect by Bullion PR.

Above all, the media exposure obtained, is indicative of her excruciating attention to detail. There is no doubt that what the media is receiving is of an extremely high standard, in keeping with their house style and requirements.

As someone who has dealt with the media extensively, Bullion PR & Communication comes highly recommended.

Your sincerely

A handwritten signature in black ink, appearing to read "Vuyani Jarana", written in a cursive style.

2 February 2009

Mrs Lola Lazarus
Bullion PR & Communication
P O Box 1019
Sunninghill
South Africa
2157

Dear Lola

Thank you to you and your formidable team for 10 years of exemplary service.

You have seen us through many transitions, one being from the Micro Finance Regulatory Council (MFRC) to the National Credit Regulator (NCR). Thanks to your effective communication strategy, you managed this process seamlessly and have effectively communicated with all stakeholders namely: Government, Communities (education), Business, other Regulatory Bodies and Media.

Your experience having managed clients on 'both sides of the fence', has positioned Bullion as a leader in communication in the financial market. Bullion's ability to profile senior management and manage perceptions through this transitional period has been commendable.

Many thanks
Regards


Gabriel Davel
Chief Executive Officer



THE OMBUDSMAN

For Short-Term Insurance

(Inc. under Section 21) (Reg. N° 2000/030638/08)

(NPC -Registration Number 2000/030638/08)

6 July 2015

DEJ/kk

Lola Lazarus
Bullion PR & Communication
P.O. Box 1019
SUNNINGHILL
2157

Dear Lola,

Thank you once again for your assistance over the years and in particular in relation to our Annual Report launch. Although next year's launch will be under the control of my successor I trust that the relationship between this office and yourself will continue for many years to come. You are more than welcome to use this letter as a reference from me as to the outstanding service which you have rendered to the office of the Ombudsman.

Yours sincerely,

DENNIS JOOSTE

OMBUDSMAN FOR SHORT-TERM INSURANCE

karinien@osti.co.za

Directors: WL Knowler (Acting Chairman); F Badat, L Bennie, P Crankshaw, GW Genis, C Molepe, L Moonda, RS Steyn, PG Walters, NN Zungu.

Professional Staff: DE Jooste (Ombudsman), EMB Teixeira-Mckinon (Deputy Ombudsman); Senior Assistant Ombudsmen: T Dawood, DC Harkison, KP Nkhuna.

Assistant Ombudsmen: CJ Bester, J Janse van Rensburg, D Jogee, AJ Lombard, A Mazwi, PN Mfeka, VD Mngadi, JP Theunissen.

Junior Assistant Ombudsman: A Ngidi-Mkhwanazi

MK Matabane (General Manager), AMC du Plessis (Office Manager)



CREDIT OMBUD

Enforcing Fairness in Credit and Credit Bureaux Matters

To Whom It May Concern

Bullion PR & Communication has assisted the Credit Ombud on a number of projects over the past year.

Their insight into the regulatory environment, finance and crisis PR is exceptional, and their relationship with all media has stood our organisation in good stead.

Bullion comes highly recommended by the Credit Ombud as they are fair, exceed expectations and above all, ethical.

Regards



MANIE VAN SCHALKWYK

CREDIT OMBUDSMAN

2 February 2009

Mrs Lola Lazarus
Bullion PR & Communication
P O Box 1019
Sunninghill
South Africa
2157

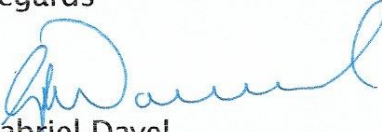
Dear Lola

Thank you to you and your formidable team for 10 years of exemplary service.

You have seen us through many transitions, one being from the Micro Finance Regulatory Council (MFRC) to the National Credit Regulator (NCR). Thanks to your effective communication strategy, you managed this process seamlessly and have effectively communicated with all stakeholders namely: Government, Communities (education), Business, other Regulatory Bodies and Media.

Your experience having managed clients on 'both sides of the fence', has positioned Bullion as a leader in communication in the financial market. Bullion's ability to profile senior management and manage perceptions through this transitional period has been commendable.

Many thanks
Regards


Gabriel Davel
Chief Executive Officer

7th November 2013

To Whom it May Concern

Letter of recommendation

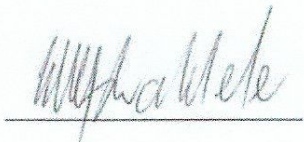
I first started working with Lola Lazarus of Bullion PR & Communication many years ago on the transition of the Micro Finance Regulatory Council to what is now the National Credit Regulator. I recalled Bullion's knowledge, contacts and diligence within the PR and Communication industry and many years later, appointed her to handle the National Debt Mediation Association (NDMA) account.

Bullion significantly added to getting the NDMA wide coverage in the print, electronic and online media, allowing us to educate millions of consumers on credit and debt management. We were also very happy with the relationship she built with community radio stations allowing us to reach low income consumers across South Africa.

We are proud to be associated with Lola's company and can highly recommend Bullion PR & Communication to any organisation looking for professional public relations guidance and implementation.

Please feel free to call me at any stage on cell: 083 556 1610 should you wish to discuss further.

Yours faithfully,



Magauta Mphahlele
(Chief Executive Officer: **NDMA**)





26 September 2001

TO WHOM IT MAY CONCERN

Bullion PR & Communications was appointed as the preferred public relations consultancy for Richway Retail Properties for the past year.

Their responsibility was to handle the corporate PR and their key objective was to generate media exposure for Richway's new strategy in targeted media.

During the time that I have worked with Bullion PR, they have shown a high sense of commitment and also demonstrated a results-driven orientation. They have an excellent professional relationship with key business journalists and have produced solid results, consistently bringing the account in line with, or exceeding targets.

It is unfortunate that, due to the recent sale of Richway, I have had to sever the contract with Bullion PR as from 1 September 2001.

Under different circumstances, I would have no hesitation in retaining their PR services and can sincerely recommend them to any other Company looking for a public relations consultancy of their calibre.

Yours faithfully

A handwritten signature in black ink, appearing to read "P. Blanckenberg", is written over a faint, circular embossed seal or watermark.

PETER BLANCKENBERG
CHIEF EXECUTIVE OFFICER
RICHWAY RETAIL PROPERTIES

Richway Retail Properties Limited

Entrance 1, Now Media Centre, 32 Fricker Road, Illovo, PO Box 2597, Parklands, 2121, South Africa

T: +27 (011) 327 - 0145 F: +27 (011) 327 - 2952

Directors: GB Rubenstein (Chairman), PJA Blanckenberg (CEO), JC Moolenschot (Financial Director), MWT Brown, GHD Caradoc-Davies, RJ Harman, AM Hyatt, JA Mackay, AB Rubenstein
Reg.No. 1994/003602/06



Att: Lola Lazarus
Bullion PR & Communication
P O Box 1019
Sunninghill
Johannesburg
South Africa
2157

22 October 2009

Dear Lola

Having dealt with you for many years now, I have felt compelled to compliment you and your team on exemplary performance in terms of your knowledge of, and liaison with media.

Your media releases are targeted at the suited medium and the content is always newsworthy and useful to us.

Whilst I am aware that it is not always easy to meet deadlines due to client delays, you have always gone out of your way to assist us. I have full confidence in liaising with Bullion PR in terms of co-ordination of these interviews and believe that your formidable team is trying their utmost, and it would not be done any sooner if I were to liaise with the client directly.

One more compliment.... your ability to comprehensively brief both myself and the client on the proposed news item is commendable.

Kudos to all of you.

Regards

A handwritten signature in black ink, appearing to read 'G. Deutsch', written in a cursive style.

GUNTHER DEUTSCH

Senior Markets Reporter, SABC News @ 1



BRITISH AIRWAYS

COMAIR LIMITED

1 Marignane Drive (Cnr Atlas Road) Bonaero Park 1619 South Africa

PO Box 7015 Bonaero Park 1622 South Africa

Telephone: Head Office: +27 11 921 0111 Facsimile: Head Office: +27 11 973 3913/1659
Reservations: +27 11 921 0222 Operations: +27 11 395 2888

PVH/hms

5 February, 2001

TO WHOM IT MAY CONCERN

Dear Sir

This letter serves to confirm that we have on many occasions used the services of Lola Lazarus from the company Bullion PR & Communications.

Lola has very competently acted on the behalf of our company on many occasions and more specifically has arranged press releases and press interviews to cover the announcement of both our Annual and Interim results. We have found her communication skills and reliability to be of the highest calibre and it has always been a pleasure to deal with Lola.

Our company has taken a decision to contract the full time services of a Public Relations company in line with British Airways Plc and, therefore, we will no longer have a requirement to utilise Bullion PR & Communications in the immediate future. However, we certainly have no hesitation in recommending Lola and her team to any prospective client.

Yours faithfully
BRITISH AIRWAYS-COMAIR



PIETER VAN HOVEN
MANAGING DIRECTOR

Operated by

comair

Reg. No. 1967/006783/06

DIRECTORS: D. NOVICK (Chairman) M D MORITZ (Vice Chairman) P VAN HOVEN (Managing) J M KAHN
The Hon. C S MARGO P R MARX C H MICHEL (Br) Ms D N M MOKHOBLO G W ORSMOND
R C SACKS B J VAN DER LINDEN (Neth) N VLOK S E J WALKER (Br) Dr P J WELGEMOED
Company Secretary: D H BORER



UniFer Holdings Ltd

Homestead Court 37 Homestead Road RIVONIA Private bag X9941 SANDTON 2146
Tel (011) 259-7030 Fax (011) 259-7031

17 November 2001

Bullion PR Communications
P.O. Box 1019
Sunninghill
2157

Dear Lola,

Just a note, to say thank you for your support and efforts!

As we express our thanks to you, we want to say as well that the extra million miles you ran, means much more to us than words alone can tell.

With warm appreciation and a special line to show that your excellent service and kindness will be recalled more often than you know, thanks again.

Suppliers like you are not easy to find!

Regards,

Ronél Müller
Group Marketing and Communications