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To Whom It May Concern

Reference: Lynne McCarthy

Lynne is an amazing professional, who brings all of the skills and expertise of a seasoned marketing specialist. It is indeed a wonderful experience to work with her as the Chief Marketing Officer to the Groupfin Holdings group of companies, and her contribution to the business has surpassed our expectations. Her capability to re-brand and entire group of companies and drive sales through her marketing efforts, within a very short time, was quite impressive particularly to me.

Most of the professionals who worked in the same capacity had to take years to get to learn from experience on how to handle these responsibilities, which seemed natural to her. Besides that, Lynne with her unwavering confidence made me assured of the best solutions to problems at workplace even when there were few options to employ, indeed she was a shoulder to lean on, and was always hands-on on all aspects of the business, not just marketing.

Lynne performed duties that was not limited to the Marketing of the group of companies, but also acted in the capacity of interrim COO, legal, contracts, policies & procedures, sales, HR and much more. I would recommend Lynne to any company that wishes to extend their market reach and grow their revenue and market share.

Yours faithfully

Lenus Oosthuizen

CEO – GroupFin Holdings Pty Ltd

