



Subject: Reference for Firstbase

Dear Sirs:

We contacted the Firstbase team to assist with the launch of a new product that we designed and developed for personal safety. Once we knew the extent of services that Firstbase offered, we decided to enlist them to perform a Market Research Study for us.

The research study divulged key trends with personal safety issues in the consumer and business sector markets. Even though our product is one of a kind, we were also given a detailed analysis of competitors who provided similar personal safety products. This helped us better position our message for maximum impact in the market.

Firstbase also completed an analysis of our current business environment and provided excellent strategic ideas for launching "The Viper Protector." In particular, they identified numerous challenges and pitfall in our SWOT that will save us from making significant expensive mistakes now and in the future.

The research report exceeded our expectations, we feel confident that with this critical information we now have market intelligence that will enable us to move forward with a successful product launch.

I heartily recommend the Firstbase team as they have done an excellent job and we are now actively working with them on the next phase for our business growth.

Yours truly,
Mr. Stoefl de Beer