

8 MARCH 2017

**RE: TV AD RESEARCH FOR NEOTEL LIQUID TELECOM**

Dear Stakeholder,

Neotel Liquid Telecom are committed to delivering a quality experience through continuously listening to business leaders like yourselves in order to meet your needs. We are conducting market research on a new TV advert concept and would appreciate your participation and honest opinion.

We have appointed Insight Survey, an independent market research company, to conduct the market research on our behalf. Insight Survey is a corporate member of the Southern African Marketing Research Association (SAMRA). All information is treated as confidential and will not be used for any other purpose other than research.

They will be contacting you to participate in an online/telephone survey that should take no more than 3-5 minutes of your time.

If you would like to confirm the legitimacy of the market research or if you have any questions, you are welcome to contact me.

Thanking you in advance for your valuable input.

Yours sincerely,

Mitch Webber



Date signed

3/3/2017