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12th May 2022

Letter of Recommendation – Surge Marketing

I write this letter as a strong endorsement for Matthew Gherardi and Surge Marketing, and the quality of service and impact of the work they do.

Matthew and his team currently provide marketing direction / strategy, coordination and support for our three tourism businesses – Ningaloo Whale Shark Swim, Dive Busselton Jetty and Perth Party Cruises.

Matthew was initially engaged both because of

- his strong background across the field of marketing
- and his persona values.

From the very first meeting, I have had the sense of Matthew being genuinely committed to doing what he does very well, and to do this in a manner which makes our business significantly more successful. His ability to focus what he does on his understanding of our business sets him apart from most other marketing consultants.

To date, Surge Marketing's services have made a very substantial contribution to the ongoing growth of our company, the strength of our brands, and our financial success.

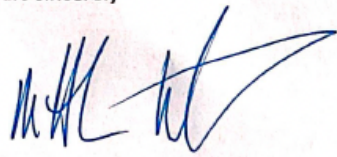
Results achieved so far across the three business after 18 months (2020 – 2021):

- ROAS increased 80% to 5,68
- Sales attributed to marketing up on average 176% across the three business
- Online sales growth up on average 159% (Overall sales "" 91%) ""

I recommend Surge Marketing's team without reservation to other organisations wanting to improve the effectiveness, efficiency and impact of their overall marketing program, and the returns they get from their investment into their marketing initiatives.

Please do not hesitate to contact me directly on 0400 007 319 if I can clarify any of the above, or answer any questions you may have.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Matthew Winter', with a stylized flourish extending to the right.

Matthew Winter, CEO Ningaloo Whaleshark Swim