

Damon Odey
Parr and Co Limited

To Whom it May Concern

I started a business risk discussion with Wilhelmina Eveleens after attending a Triplejump risk workshop.

I already had some clear ideas around what I wanted to achieve but just wasn't sure what steps were required to make it happen.

Wilhelmina was able to use her analytical and research skills to work through the likely impact of my absence from the business. This included discussion around who would step into my position and how they would be supported (in terms of financial and professional help) to ensure the business remained profitable. This is important as my business income is critical for my family.

Her knowledge around the potential solutions (covering the full range of offerings from each insurer) helped in finding the most appropriate solution for my situation. I had been considering alternative policies at the recommendation of an insurance agent however can clearly see that these simply wouldn't have covered the risks faced by the business.

We went through a similar process for our family and discovered that there was an area of personal risk that simply wasn't being addressed by the policies we already had in place.

Looking back, I am not sure what I expected from the Triplejump process at the outset ... my previous experiences with those from the insurance industry is that the focus is on the sale of product without a thorough analysis of the type and level of risks. Talking about solutions without fully understood the problem seems crazy – this is what makes the Triplejump approach unique.

For my business it was important that the discussion was about so much more than just insurance. My parents also have a stake in the business creating an additional risk around succession planning. Wilhelmina was able to advise on some potential solutions and recommended that I work with my

solicitor to draw up a Shareholder Agreement incorporating a formal buy-sell arrangement. This gives me peace of mind that I will retain full control of the business, whatever happens to my parents.

What I got from Wilhelmina and the Triplejump process was a good understanding of the level of business and personal risks and a much clearer understanding of the solution and how it will work. As Wilhelmina is a Financial Planner she is able to think about the full financial consequences.

I would recommend Wilhelmina and Triplejump to anyone who is serious about getting their finances in order and making plans for catastrophic health risks and succession planning.

Damon Odey

A handwritten signature in black ink, appearing to be 'Damon Odey', written over the printed name. The signature is stylized with large loops and a long vertical stroke.