

His vision to grow *Affinity Health* into one of the largest medical insurance companies in South Africa has also materialized with the creation of another eight Affinity companies operating in Emergency Medical Services, Emergency Call Center Management, Dental Insurance, Friendly Societies, and Funeral Services sectors. Affinity companies create innovative products and services that push the market boundaries to create new untapped markets of customers and super profits, before competitors enter these new market spaces.

Mr. Hewlett received his Masters of Business Administration from Charles Sturt University, Australia. A Bachelor of Science from The University of the Witwatersrand, South Africa and he is currently a Doctoral candidate at the University of Liverpool, in the UK.

In 2002, he moved on to manage a sales team of 15 members at Prosperity Asset Management as Sales Director. His main tasks were to recruit, train and develop the sales staff to dramatically improve organizational profitability. His first year at the company proved a profitable one with a 65% increase in sales. He remained with the company working on sales and marketing campaigns until he founded and became managing director of Affinity Asset Management in 2004. Mr. Hewlett lead a team of 52 staff members and managed the business in its entirety. Reporting directly to the shareholders and being responsible for the overall business performance caused Mr. Hewlett grow into the leadership position. His contribution to the 100% year on year increase in sales over a three-year period soon boosted the company to new heights.

In 2007 Hewlett sold *Affinity Asset Management (Pty) Ltd* to group called PIH for an undisclosed sum. He then moved on to found *Affinity Data Vault (Pty) Ltd* of which he is currently the Managing Director. Murray generated a turnover in excess of ZAR 4 million in the first year of operation. At *Affinity Data*, Hewlett developed a “no office”, “no staff” type of organization. This type of automatic setup was an early model of what would later become a decentralized autonomous organizations (DAO). It was at this stage that Mr. Hewlett developed an intense interest in cryptography, business automation, business intelligence and autonomous learning systems.

In 2016 Mr. Hewlett started to develop the intellectual properties and product lines of the *Affinity Mining Ecosystem™* prior to the organizations launch and subsequent ICO. The *Affinity Mining Ltd* organization is Mr. Hewlett's latest venture and is based on "the shared love and passion for cryptocurrencies, mining and the potential that blockchain technology holds for society." Mr Hewlett believes that Cryptocurrencies will fundamentally change the way we think about money, do banking, purchase goods and pay for IoT services. *Affinity Mining Ltd* will be expanding into many products associated with cryptomining activities as a result of this ICO. These activities include: Renewable Green Cryptomining, GUI software mining projects that earn significant returns, the creation of additional mining pools using profitability enhancing software, and Wallets with API functions into partners exchange's that easily exchange one cryptocurrency for another.

Greg van der Spuy / CTO

Greg van der Spuy, serial entrepreneur and technology junkie. Greg has spent many years on the forefront of the tech space in South Africa. His extensive history as a professional gamer grew into a love for all things technology, paving his way into the world of cryptocurrency.

With start-up businesses in a wide range of fields including farming, mining, financial technology, fragrances, software development and cryptocurrencies – Greg thrives when facing new challenges. He began mining Bitcoin early in 2012 and has enjoyed the development of the cryptosphere since. His vast understanding of the inner workings of cryptocurrencies and his intense creativity for new business ideas lead to the founding of *Affinity Mining*.

Greg is fiercely passionate about Bitcoin and other cryptocurrencies. As global financial markets rise and fall, Greg looks to the future. Leon Louw, South African author and public speaker once said “Bitcoin might revolutionize more than money or economics.