



Reference letter

Mr. Federico Martelli, born 10.04.1993 in Milan, Italy, has been working from 10.18.2014 till 05.18.2015 as an intern in the marketing department of our company.

censhare is an international software firm deploying innovative technologies enabling companies to master the next generation of digital communication. censhare is the integrated software solution that enables companies to manage their communication, integrate any type of information, optimize all measurements and engage their customers via digital and analog touchpoints. censhare connects people with contents and processes in an innovative manner, enabling intelligent business communication. Across the globe, the most respected companies and brands rely on censhare for the integration and automation of their communication – creating inspiring customer experiences in the process. Our client and project portfolio covers virtually all industries, sectors and company sizes, among others BMW, Burda, Condé Nast, Deutsche Bank, Dyson, Editora Abril, GoPro, Hearst UK, Mairdumont, McCann Erickson, Migros, Rewe, Süddeutscher Verlag, Swiss Re and Vitra.

The scope of work of Mr. Martelli covered in particular:

- Conception and realization of external and internal communication measures and campaigns for the company website, social media channels, extranets and enterprise social network.
- Media production in photography, graphic, presentation and animation for all measures.
- Design and implementation of the corporate design in presentations and business stationery for external and internal measures.
- Supportive involvement in designing, promotion, organization and execution of events like the censhare Collaboration Week 2014 with 140 employees and other customer and employee loyalty events.
- Independent communication with the managing director, marketing department and all departments involved.

Mr. Martelli acquired at censhare wide-ranging insight into the areas of operational campaign planning and execution and employer branding and implements this safely and efficiently in his daily work. Each time he convinced us with his creativity, that Mr. Martelli, among others, demonstrated in the conception and realization of complex animations and internal communication campaigns. Thanks to his swift intelligence and his methodical approach he quickly finds a wise and elegant solution, even for difficult problems. He always has a very good overview of the tasks arising in his domain. His well-developed skills to work conceptually and structurally and his precise judgment need to be emphasized.

Mr. Martelli displayed a high level of self-initiative and fully identified himself with his tasks and the company, whereby he also convinced with his great enthusiasm. He fulfilled all tasks entrusted always to our complete satisfaction and his achievements were met with universal approval. In all situations, he achieved excellent results.

Of particular note are his excellent achievements in his subprojects. For example, he has taken an active part in the project success of censhare Collaboration Week 2014 through his involvement with a high sense of responsibility and exceeded our high expectations here.

With all counterparts Mr. Martelli got along very well and always met them with his friendly and open manner. At it, he always preserved the interests of the company and showed high integrity. Through his constructive



behavior, considered action and the appreciation of his interlocutors he contributed to the positive working atmosphere in his team. His behavior towards superiors, colleagues and partners was exemplary.

We thank our colleague for their excellent collaboration and wish him all the best and continued success on his coming carrier and life.

Munich, 05.18.2015

A handwritten signature in blue ink, appearing to be "M. Wurth".

Mathias Wurth
Communications

A handwritten signature in blue ink, appearing to be "W. Bauer".

Walter Bauer
Member of the board