

Kyiv, Ukraine – June 2025

To whom it may concern,

I am writing to provide a character and performance reference for Anton Samoilov, who worked in the Citrus retail chain across several Kyiv locations from 2022 to 2025. Anton first joined the company as a retail salesperson in October 2022. Despite being completely new to the retail environment, within just a few months he placed 7th in a company-wide KPI ranking for focus brand sales (among more than 50 employees) — earning a top-tier performance bonus in December 2022. However, due to personal reasons in January 2023, Anton chose to step away shortly thereafter.

When he returned to the company in July 2023, his adaptation was swift: within just a few weeks, he became a key contributor at his new location. This time, Anton demonstrated confidence, clarity, and a fast learning curve — delivering strong sales results alongside a deepening understanding of store operations. Anton faced these challenges while navigating a difficult period in the country, with frequent power outages and growing uncertainty. During this time, he was living independently in Kyiv with his girlfriend, without financial or other support from his family — yet he successfully kept up with both his responsibilities at work and his ongoing university studies. As a Territorial Manager, I closely observed Anton's progress across several stores. What stood out to me was not just his selling ability — although he was exceptionally effective — but his systems-level thinking and deep curiosity. Anton constantly challenged routines by asking “Why is it done this way?”, identifying inefficiencies, and proposing process improvements. He was invited by multiple store managers to transfer to more strategic locations or even move into administration roles, but he chose to remain in sales due to financial incentives and a strong passion for working directly with clients.

Anton was also officially certified as an “Apple Champion+” and regularly led team training sessions. His client-oriented approach was remarkable — not just closing sales, but focusing on long-term relationships and delivering tailored solutions. One memorable example from his time at Citrus was when Anton opened the first store featuring household appliances in Ukraine (at Horodok Mall). During its opening, he successfully sold two washing machines along with additional

insurance plans, adding 10% and 17% to their respective selling prices — a testament to his ability to maximize customer satisfaction while increasing store profits. While his colleagues doubted his approach, Anton proved its value through strong results. In my opinion, Anton is not just a seller — he is a future business analyst and strategist. He sees the big picture, strives for continual improvement, and maintains a strong, independent work ethic alongside his university studies.

I fully recommend Anton Samoilov as a Trainee Business Analyst. He combines analytical thinking, real-world experience, and the ability to grow into a valuable asset for any modern company.

Please feel free to reach me if needed.

Sincerely,

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