



AFFINITY CAFÉ AND BAKERY PTE LTD  
11 MARSHALL ROAD  
SINGAPORE 424847

TO: WHOM IT MAY CONCERN/  
TEAM MEMBERS: CHA MIN, TIMOTHY, JOHN, ZI JIAN, KHENG HE AND LUCA  
RE: LETTER OF COMMENDATION

DEAR KHENG HE,

We really appreciate the time spent to complete a great study for our brand, FRESHIO and provide the insightful details of how we as a management team can further view the growth and provide directions for the brand.

Kheng He and team is able to better decipher the demographic, the analytics and conduct a survey to yield resulting studies that are relevant and helpful in future decision making process. Pulling information and benchmarking our competition, making recommendations are beyond our current means, it will be a feat to engage in detailed information and yet the team is able to deliver the information in simple and layman terms.

The management team of Affinity café is impressed with the team's in-depth understanding, good knowledge of their works and presentation and most importantly the initiatives to handle the project objectives. We would like to commend the team for a great project completion.

Well done and all the best for your future endeavours.

Thank you,

Management Team  
(Uncle KT/Aunt Steph/Alex)  
24 November 2023