

Monday, the 2nd of August 2021

To whom it may concern,

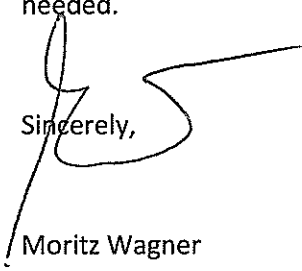
It is my pleasure to recommend Floriane Michelat to you. As the Head of Operations of iSi GmbH, I have been working with Floriane on different occasions between February 2018 and July 2021.

She has been working for 3 years at our company and mainly oversaw traffic management. I have been impressed by her ability to adapt to a fast-changing environment as well as her capacity to quickly integrate all the relevant stakeholders in a decision.

As a marketing manager, Floriane implemented innovative ideas considering the resources of the company and the issues of the different departments. For example, she created our blogs and has been able to work together with the customer service department to create a customer-oriented section. I also noticed that the traffic of the French blog increased and currently reaches more than 4k people monthly, thanks to her efforts and the team she successfully managed. She also created an entirely new category tree structure for our websites in cooperation with our Content Department. These are only two examples of the many projects she successfully managed.

I particularly would like to point out her proactiveness and capacity to prioritize tasks. She has been able to cover the tasks assigned to her beyond Marketing, such as the management of our entire recruiting process for an extended period of time, without any difficulties. More broadly, she has been able to improve processes on any given topic under her supervision significantly.

Floriane has been a real asset to the company as she is very professional and brings people around her to do their best in a friendly and positive atmosphere. Her team spirit and reliability are exemplary, and I am glad to recommend Floriane to you. I am happy to assist her as a reference, if needed.



Sincerely,

Moritz Wagner
Head of Operations
iSi GmbH
mw@isi-sanitaire.fr

On Wednesday, 29th of April 2021,

To whom it may concerns,

Floriane Michelat has been employee at iSi GmbH as a traffic manager for the past 3 years and it is a pleasure for me to recommend her as she is serious, motivated and is able to learn quickly to bring relevant solutions.

She has been working on traffic management since she is in the company and gained real skills in SEO and SEA. Concerning the organic traffic, she made sure to create optimized content in order to improve the quality and bounce rate of our different websites as well as improve our ranking and CTR. She managed Google Ads, Bing Ads as well as the affiliate network for which she managed to keep a close look on the costs while improving the performance of the campaigns.

As a manager, Floriane can coordinate an international team daily bringing them to fulfill the goals of the firm. Her communication, her organizational skills as well as her language skills are a strong asset to the company.

She can work autonomously as well as within a team which made her reliable. She is a quick learner who can challenge herself and bring innovative and creative ideas. Her analytical skills help her to create relevant reports for the strategy of the traffic management team.

I highly recommend Floriane as I am sure she will become an asset to your company and if you need any additional information, please contact me.

Sincerely,



Soufiane ACHOUI
Senior VP - Marketing, Strategy, and Pricing
+31 6 21 53 27 84

November the 5th of 2018,

To whom it may concern:

Floriane was employed in Metarom Iberica S.A. as a marketing assistant (internship in marketing), from January to July 2017. During this period she reported to me.

Floriane was responsible for marketing support to the sales team, creations of Power Point presentations and newsletters; she also made a detailed study about Beverages market in EU regarding the potential of flavours consumption.

Floriane has strong academics skills and she has always challenged herself professionally, she is extremely organized and she can work independently and is able to follow through to ensure that the job gets done.

She is flexible and willing to work on any project that is assigned to her. Floriane was quick to volunteer to assist in other areas of company operations as well.

Floriane would be an excellent asset to your company and has my highest recommendation.

If you have any questions regarding Floriane's qualification, please feel free to contact me at david.fernandes@lucta.com

Sincerely,

David Fernandes

Flavours Director Europe

LUCTA S.A.

