



1412 Broadway Avenue, Fl 21, New York, NY 10018 · www.extern.com

Date: June 28, 2024

Dear Erina Kim:

Thank you for your interest and application for a Remote Externship with Extern. We are pleased to confirm that you have successfully completed the program as a Beats by Dre Branding Strategy & Business Analytics Remote Externship Extern with Beats by Dre!

As you know Extern provides fully-managed externship services for companies and students, so you reviewed training and learning from your Host Company while being supported and coached by your Extern Program Manager. To avoid any doubt, please know that Extern has worked collaboratively with each Host Company to translate their professional work in a more curricular format for your Remote Externship, so the skills you learned and the work you're completed was for your Host Company and your additional support and coaching was provided by Extern.

The following information outlines the details of your Remote Externship:

Position: Beats by Dre Branding Strategy & Business Analytics Remote Externship Extern

Duration: July 22, 2024 - August 19, 2024

Number of Work Hours Per Week: 20

Salary: unpaid

For the Beats by Dre position, your duties and assignments included the following:

- Conducted a brand sentiment analysis to evaluate sentiment toward the brand and its communications
- Analyzed GenZ peers on the current branding and marketing strategies
- Solicited feedback on understanding why more and more people are choosing over-the-head earphones
- Synthesized your findings and insights into a concise presentation at the end of the externship program

Supervisors Information:

- Supervisor name: LaRae Snoddy
- Supervisor title: Director of Coaching Operations
- Email: larae.snoddy@extern.com
- Number: 917-983-0880
- Address: 1412 Broadway, New York NY, 10018

Sincerely,

Signature:

A handwritten signature in black ink that reads "Matt Wilkerson". The signature is fluid and cursive, with the first name "Matt" and last name "Wilkerson" clearly distinguishable.

Name: Matt Wilkerson, CEO

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