

September 11, 2018

Re: Mr. Felipe Tavares Chaves

To Whom It May Concern:

This letter is to verify that Mr. Felipe Tavares Chaves was employed by Facebook Servicos Online Do Brazil, LTDA ("Facebook Brazil") in Sao Paulo, Brazil as a full-time Client Solutions Manager from July 11, 2016 to May 25, 2018. During Mr. Tavares Chaves' employment at Facebook Brazil, I supervised him and managed his work directly. I have personal knowledge and/or possess records under my control to reflect the work history of Mr. Tavares Chaves.

As a Client Solutions Manager, Mr. Tavares Chaves was responsible for: transforming the relationship with select technology industry clients by creating a sophisticated, proprietary measurement agenda, leading to a 90% increase of analytical measurement research across Latin America (LATAM); functioning as a LATAM lead of the Data and Tools Expertise Network, which is a sophisticated network for Customer Service Managers ("CSM") across the world to share, collaborate and learn Facebook's proprietary tools experience; becoming an industry leader with a sophisticated and comprehensive knowledge of global and national brands in their relations to Facebook in the Brazilian market; focusing on measurement, creativity and integrated strategies with an emphasis on developing sophisticated solutions centering on products, platform and communication issues; emerging as a leader of Facebook Brazil, entrusted with special projects, such giving specialized technical presentations to board members of key industry partners, like Microsoft, Inc., ably describing Facebook's features for opportunities to expand business in the region; working within the sales team, serving a portfolio of influential clients that specialized in sophisticated technology, including Samsung, Google, Apple, Dell and Intel; developing and deploying a proprietary real-time dashboard that is still used by the Global Apple CSMs at Facebook, which saved time and facilitated knowledge and business opportunities with the team; and demonstrating his comprehensive API knowledge in leading many product tests at Facebook Brazil in both the alpha and beta stages, ably working with clients, agencies and clients in the LATAM market.

During his employment at Facebook Brazil, Mr. Tavares Chaves demonstrated in-depth knowledge and gained experience in each of the following: - communications planning within a client organization; - digital advertising platforms including experience in crafting media solutions that drive outcomes; - working and building relationships with cross-functional groups; - quantitative analytical ability; - direct response and brand marketing, data and technology solutions, advertising technology and partnerships; and - international marketing.

If any further information is needed, please contact me.

Sincerely,



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