



SpotMe SA
Avenue du Théâtre 1, 4th floor
1005 Lausanne – Switzerland

Work Certificate

SpotMe is the leader in enterprise engagement platforms for virtual and hybrid events. Our mission is to challenge the status quo to create greater experiences for customers and employees. SpotMe is used by over 2 million users and 80 Fortune 500 brands like L'Oréal, SAP and Pfizer.

Mr. Ivan Probst, born January 8, 1985, has worked for SpotMe SA. in these positions:

Position	Duration
Production Manager EMEA	August,1 2014 - January 1, 2017
Vice President of Professional Services	January 1, 2017 – December 31, 2020

His main functions in these roles have been:

1. Production Manager EMEA; reporting to the CEO Europe
 - a. Management of the EMEA Production team (34 employees) and P&L (CHF 4M budget)
 - b. Delivery of key objectives: customer satisfaction (NPS) and gross margin
 - c. Definition of internal documentation and processes
 - d. Liaison with other departments (product, sales)
 - e. Operational coordination (planning, equipment transportation logistics)
 - f. Recruitment and growth of new talents
2. Vice President of Professional Services; reporting to the Group CEO
 - a. Management of the Global Professional Services team (68 employees), including up to 4 functions, and Professional Services P&L (CHF 8M budget) on 4 professional services offices (Lausanne, Switzerland; Sofia, Bulgaria; Chicago, IL; Singapore)
 - b. Delivery of key objectives: customer satisfaction (NPS, CES) gross margin, business growth
 - c. Definition of internal documentation and processes
 - d. Member of the Executive Team, liaison with other departments (product, sales, customer success),
 - e. Recruitment and growth of new talents
 - f. Implementation of strategic initiatives, including the initial set up and launch of our nearshore operations in Sofia, Bulgaria

Feedback:

Ivan has joined SpotMe at the pivotal moment the company was transitioning from hardware to software. In this context, Ivan has promptly taken responsibility in all his roles and has been able to quickly create trust and brand equity with key customers, while being highly respected by his manager, peers and team members. During his time at SpotMe, Ivan has consistently been a top-level achiever, recognized for his result-oriented productivity.

Ivan's ability to inspire confidence and build long-term relationships meant that he would naturally transition into a leadership role. His curiosity and open-mindedness meant he could ensure fast adaptability and lead change. His sharp business acumen, analytical and disciplined approach to process-building, obsession with customer satisfaction and no-nonsense tactics allowed him to grow into his role of VP Professional Services.

In this position Ivan has brought key changes for growth. He was able to put together a team of over 60 employees who were guided by his strong work ethic and consistently setting a high bar. Ivan was not only responsible for choosing all his team members in line with his vision for the Department, but also for putting in place the entire mechanism, policies and procedures, that allowed SpotMe's services to become one of the best-selling features of our company. His rigorousness and tenacity translated into the team achieving their objectives and results. Ivan was the driving force that created in his team the culture of working with a spirit of accountability and high standards. In addition, Ivan also played an important role in bringing together teams from different Departments in pursuing the same objective. His emotional intelligence was key in encouraging cross-department work and good communication with teams and colleagues.



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As a member of the executive team, Ivan has been leading or contributing to all key initiatives, including the establishment of the annual budget, the creation of a 3-year plan, preparation to the company board of directors' meetings, participation to strategy session with key board members, and M&A projects. Ivan has been an active member of the executive team, seen by his peers as a moderating force in the group, skilfully using his influence in decision-making moments. Furthermore, he has a strong ability to quickly shift gear, and switch from strategy design to execution while demanding accountability and changing course when required.

In 2020, after a fierce change in offering following the COVID-19 pandemic, Ivan completed his landmark transformation initiative by completely restructuring the professional services team, working with the CEO and CFO in creating a new structure, new roles and optimizing our services offering to be scalable and adapt to the fast-growing demand which further aligned with SpotMe's SaaS strategy.

Overall, Ivan has been successful in exceeding the expectations of the CEO, and we are glad to endorse him in his future endeavours.

Lausanne, March 4, 2021

A handwritten signature in blue ink, appearing to read "PM", positioned above a horizontal line.

Pierre Métrailler
CEO
SpotMe SA

Acknowledged and agreed:

A handwritten signature in black ink, appearing to read "Ivan Probst", positioned above a horizontal line.

Ivan Probst
Vice President of Professional Services