

## Employer Reference

Mr Marco Masik was employed in our company from April 15, 2021 to June 30, 2025 in the PT Buying Decision department as a Frontend Engineer.

idealo internet GmbH, a subsidiary of the Axel Springer SE, is Germany's most popular and successful price comparison portal. Since 2000 it has been our mission to support our customers and help them make the right purchase decision. We are live in several European countries with huge success, and we are still growing. With more than 1000 employees, and different international teams, we are located in the heart of Berlin.

In his position Marco Masik was primarily responsible for:

- Implementing and continuously improving the user interface of Local Offers, a feature on Idealo, Germany's largest price comparison website, handling 3–4 million page impressions daily
- Developing on the offer page, which is the main product of Idealo, that lists prices from online shops, and puts the cheapest prices on top. The Local Offers feature on the offer page, lists offers from physical shops near the user's location. The feature includes an embedded map displaying the user's location and nearby offers, the list of offers, filters, location input, location guessing based on IP and browser geolocation, and alternative local offers recommendations for the product
- Building and refining a responsive, high-performance, accessible, and SEO-friendly frontend on a Java spring boot based application, utilising JavaScript, React, embedded Astro components, and SASS for styling
- Contributing to the codebase in a continuous deployment pipeline through GitHub, creating pull requests, reviewing peers' code, and receiving feedback on own contributions
- Writing and maintaining unit, integration, and end-to-end tests to ensure code reliability and stability
- Identifying and resolving critical frontend issues, improving application stability and user satisfaction
- Engaging in pair programming and collaborative problem-solving to improve code quality
- Optimizing CI/CD pipelines and enhancing development tooling, integrating deployment workflows with AWS infrastructure
- Transitioning the frontend architecture from a monolithic system to microservices
- Participating in the technical discussions and decision makings of high-level software architectures
- Researched and applied cutting-edge frontend technologies
- Setting up and managing AWS infrastructure, including containerized deployments with Kubernetes, handling scalable deployments for high-traffic environments
- Actively participated in agile development, including sprint planning, retrospectives, and daily meetings
- Key contributor to the shaping of the local offers product features, collaborating closely with product owners and UX designers to ensure seamless integration with idealo's price comparison platform
- Providing guidance to junior developers by sharing knowledge and fostering a culture of collaboration
- Participating in the hiring process as an interviewer, assessing technical skills and cultural fit for new developer candidates
- Onboarding and mentoring new developers, helping them integrate into the team and understand the codebase
- Taking over managerial responsibilities during extended absences of team leads, ensuring project continuity, decision-making, and team coordination

Mr Masik possesses excellent in-depth specialist knowledge even in peripheral fields, which he always applied to our business processes in a most effective and beneficial manner. Due to his very good perception, he was always

able to understand complex situations immediately and to find very good solutions straight away. Mr Masik always worked using his own initiative and completely identified with his responsibilities and our company at all times. He always displayed an impressive level of dedication and motivation. In extremely stressful situations, he always displayed exemplary resilience.

He always completed his tasks completely independently, extremely carefully and according to a well thought-out plan. He worked calmly, thoughtfully, in a target-oriented manner and extremely precisely at all times. He continuously impressed us particularly in terms of quality and quantity. Mr Masik always was extremely reliable.

He was always able to find excellent solutions for any problems which arose. The performance of Mr Masik always earned our full recognition in every respect.

He was respected by everyone for his consistently friendly and well-balanced demeanour. He was always helpful, courteous, and if necessary, he put the interests of others before his own. His personal conduct towards his line managers and colleagues was always exemplary and loyal.

Mr Masik is leaving our company at his request on June 30, 2025. We sincerely regret his departure, as we will be losing a very capable employee. We would like to thank him for his consistently excellent performance and wish him all the best and every success in his future professional career and private life.

Berlin, June 30, 2025

idealo internet GmbH



People Team