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COVER LETTER

Dear Friendlier Team,

I'm writing to express my genuine interest in joining Friendlier as a strategic finance leader. After nearly a decade scaling one of Canada's fastest-growing technology companies, I'm now seeking to apply that experience in service of a mission I care deeply about. Friendlier's vision — to eliminate single-use packaging through a centralized, accessible reuse system — represents the kind of high-leverage, systems-level innovation I want to support.

As CFO of StackAdapt, I helped scale the company from under \$10M to over \$400M in revenue, expanded operations into 20+ international markets, and built a 60+ person Finance team spanning FP&A, Controllershship, Tax, Treasury, and Systems. More than just growth, I focused on building durable infrastructure: ERP implementation, real-time cost governance, billing automation, and cross-functional scenario planning. These are the types of operational levers I would be excited to bring to Friendlier as you expand your geographic footprint, deepen your B2B relationships, and refine your unit economics.

What excites me most about Friendlier is the elegance of your model — not just the packaging itself, but the behavioral infrastructure behind it. Building a returnable system that feels seamless for the end user requires an extraordinary amount of operational discipline behind the scenes. That's where I believe I can add real value — helping ensure the financial and logistical systems scale *with* the mission, not in tension with it.

I'd welcome the opportunity to speak further about how I can support your next chapter of growth — whether through formal finance leadership or broader strategic partnership. Thank you for the work you're doing, and I hope we have the chance to connect.

Warmly,

Mehmet Shah