



Letter of Reference

Mr. Pasquale Pio Francavilla born on 10 July 1982 was employed in our enterprise from 1 December 2020 to 31 July 2021 in the department IT Department as Product Owner.

Dodax is a fast-growing e-commerce company that sells media products, toys, and IT equipment online. We are offering millions of products to customers all over the world using our software platform. Customer satisfaction is essential to us and our fundamental interest is to think global. Currently, we have offices and logistic centers in Switzerland, Austria, Germany, Poland, Japan, and the United States, which handle millions of orders annually and dispatch them globally.

Within the scope of his duties, Mr. Francavilla is responsible for these tasks:

- Product Owner of Dodax's e-commerce platform
- Take the lead of the scrum team as Product Owner
- Provide the product vision and direction to the Agile development team and stakeholders
- Ensure a high quality of the e-commerce platform;
- Provide backlog management, sprint planning, and elaboration of the user stories;
- Prioritize the product backlog and development for the product;
- Assess value, develop cases, and prioritize stories, epics, and themes to ensure work focuses on those with maximum value that are aligned with product strategy;
- Lead the planning product release plans and set the expectation for delivery of new functionalities;
- Provide an active role in mitigating impediments impacting successful team completion of Release/Sprint Goals;
- Research and analyze market, the users, and the roadmap for the product;
- Follow our competitors and the industry;
- Keep abreast with Agile/Scrum best practices and new trends;

Mr. Francavilla possesses excellent specialist knowledge extending far beyond the mainstream, which he has always applied to our business processes most effectively and beneficially. Mr. Francavilla is a very dedicated and hard-working person who always goes the extra mile to deliver new features for the e-commerce platform. With his superb knowledge also especially in the financial sector he is always very detailed when it comes to quality and edge cases to ensure a working product in each situation. He quickly evolved from a developer to a tech lead and then product owner showing great talent from the technical side up to the business side. The team and product were very well led by him and he reached out to business and developers whenever needed showing excellent communication skills. He continuously and successfully expanded and updated his profound specialist knowledge to the benefit of our company by regularly attending events to further his education.



Due to his very good perception, he was always able to understand complex situations immediately and to find very good solutions right away. Mr. Francavilla always worked in a highly proactive manner and completely identified with his tasks and our company at all times. He always displayed an impressive level of dedication and motivation. In situations with extreme stress, he always displayed exemplary resilience.

He always completed his tasks completely autonomously, with much diligence, and according to a well-thought-out plan. He always worked serenely, thoughtfully, target-oriented, and extremely precisely. He continuously impressed us particularly in terms of quality and quantity. Mr. Francavilla showed an extremely high level of reliability.

He was always able to find excellent solutions for all problems.

- Integrating new payment providers
- Payment flows for 3rd party sellers
- Checkout flow
- Voucher handling
- Integration with external point collection systems and loyalty programs.

Due to his excellent leadership qualities, he was a highly respected and popular manager. His attitude towards colleagues was always open and friendly, but he also knew how to put his point across in difficult situations and how to motivate staff for excellent performance. The performance of Mr. Francavilla has always and in every respect earned our full recognition.

He was respected by everyone for his consistently friendly and well-balanced demeanor. He was always helpful, courteous, and where necessary, he put the interests of others before his own. His conduct with superiors, colleagues, and clients was always exemplary and loyal.

Zug, 31 July 2021

Dodax AG

Christian Mayrhofer
CEO Dodax AG