

Steinhausen, 29 November 2016

To whom it may concern:

Re: Final Reference for Mr. Michel Pham

Michel Pham, born on 13th October 1986, has worked as Global Digital Marketing Manager of SKINS global headquarters since 15th August 2015.

SKINS is a global premium compression sports apparel brand that brings to market innovative products that make a physiological difference to the performance of athletes. Originating from Australia, the organisation set up global head offices in Steinhausen, Switzerland in 2009.

Mr. Pham is currently responsible for the following matters:

- Managing the global digital marketing and digital marketing budget for Switzerland, Germany, Austria, France and other European markets as well as supporting the global team in the management of the UK, Australian and US markets
- Driving e-commerce growth on SKINS.net across all media channels with revenue responsibility for the assigned markets
- Overseeing all digital marketing activities including local markets for the assigned markets
- Managing external marketing agencies including e-commerce development tasks, AdWords management, Affiliate network and SEO activities for the assigned markets
- Global promotional online sales planning and execution
- Magento backend (web shop) management, optimisations and quality controlling
- Social media planning and strategy
- Managing digital reporting (e-commerce, social media, etc.)
- 3rd party social media app and newsletter developments
- B2B and cross promotional activities
- Sponsorships and athlete/team management and leverage

Mr. Pham has displayed excellent professional knowledge and is always successful in implementing this knowledge in his daily business. The quality of his work performance and results have always been exemplary and have been a key factor in e-commerce growth on skins.net.

Mr. Pham works at a high level of professionalism and is very well organised. He is able to retain an overview of his tasks and efficiently prioritises his work also during periods of intense activity and times of stress. In particular, he has distinguished himself through his ability to deal with multiple projects and unexpected enquiries at the same time, being able to perform his tasks by the requested deadlines.

Mr. Pham manages himself with a level of professionalism which is greatly appreciated by his direct manager, colleagues, employees and business partners of SKINS. His attitude and manner has always been first class and thoughtful. He creates an environment that allows his working partners in the local markets to feel motivated at work and he has proven to be able to maximise their skills and abilities as well as to develop them in an optimal way.

Endorsed by:



AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

This interim reference is being issued due to a change of superior of Mr. Pham. We would like to take this opportunity to thank Mr. Pham for his valuable contribution he has made to our company to date and express our wish to continue the fruitful working relationship we have had with him so far.

Yours faithfully

A handwritten signature in blue ink, appearing to be 'Christian Gut', written over a light blue grid background.

Christian Gut
Chief Marketing Officer
SKINS International Trading AG