

Steinhausen, 25th August 2017

To whom it may concern:

Re: Reference for Mr. Michel Pham

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.

Michel Pham, born on 13.10.1986, has worked at SKINS global headquarters since 16 August 2015. Mr. Pham started as a Junior Digital Marketing Manager and was promoted to Digital Marketing Manager on 1 July 2016.

Mr. Pham was responsible for the following matters:

- Driving e-commerce growth on SKINS.net across all media channels
- Overseeing all digital marketing activities in France, Germany, Switzerland & Austria
- Supporting digital marketing activities in Australia, USA and the UK
- Global management of e-CRM activities, including new projects and reporting (analytics)
- Global management of blogger outreach activities, including reporting
- Magento backend (web shop) optimisations and leading 3rd party software implementations
- Multi-lingual SEO and SEM activities
- Advisor for an external Bachelor Thesis (cause-related marketing topic)
- Social media planning and strategy
- B2B and sponsored asset stakeholder management and leveraging
- PR and media management
- Global digital launches, including product and brand campaigns

Since joining SKINS, Mr. Pham has displayed excellent professional knowledge and is always successful in implementing this know how 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 was also able to successfully identify and implement new digital marketing opportunities which resulted in additional revenue channels.

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 positive and thoughtful and has allowed relationships with internal and external stakeholders to flourish.

This reference has been issued at the request of Mr. Pham who leaves SKINS on his own accord at the end of August 2017. We would like to take this opportunity to thank Mr. Pham for his valuable contribution and wish him the best in his future endeavours.

Yours faithfully



Pär Westerlind
Global Product, Design & Marketing Director
SKINS International Trading AG



Benjamin Fitzmaurice
COO
SKINS International Trading AG



Albert Pulver
Head of Digital Marketing & E-Commerce
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