

Hamburg, 06/30/2014

Reference

Mr. Daniel Göstenmeier, born on July 17, 1988, was employed at our agency from July 26, 2012, to June 30, 2014. He started as a trainee in the consultancy team for our client Bitburger and, on account of his excellent performance, was hired as a Junior Project Manager on February 01, 2013. He was subsequently promoted to the position of Project Manager on July 01, 2013.

During his time as a Junior Project Manager, Daniel Göstenmeier worked for our client Bonprix and also supported the team with various presentations to potential new clients.

His area of responsibility encompassed the following:

- Drawing up creative briefings and coordinating consultation with the creative team
- Establishing time frames and drawing up status reports
- Assisting in the development of presentations
- Coordinating suppliers
- Drawing up quotes, conducting invoice control and project accounting
- Client coordination
- Competitor and market analysis
- Orderly filing and project documentation as well as further traditional internal contact duties

Daniel Göstenmeier also liaised directly with client contacts and undertook projects independently.

In his role as a Project Manager, he assumed greater responsibility for our clients Bitburger, Adelholzener Alpenquellen and Viva con Agua, and performed the following duties:

- Independent project planning and management during the entire lifetime of a project
- Independent client support and advice as part of the various projects
- Conducting briefings and coordination meetings with the creative team and all internal service departments and external contractors
- Drawing up budget calculations and costings (cost estimates, service descriptions, change requests)
- Preparing, conducting and following up on presentations in consultation with managers and/or senior management
- Overseeing production and media plans
- Conducting market research/observation and competitor analysis
- Success and efficiency evaluation of projects, cost control, and working time documentation
- Assistance in drawing up standards, such as briefings, templates, and digital guidelines for clients
- Maintaining and drawing up status reports
- Induction and leadership of interns and junior employees

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Daniel Göstenmeier demonstrated his expertise in all relevant communication disciplines and carried out client projects in an extremely conscientious, structured, meticulous, and independent manner. He always completed all duties that fell within his area of responsibility to our utmost satisfaction.


Furthermore, Daniel Göstenmeier – working on his own initiative – was always looking for ways to optimize internal processes and workflows.

We came to know Daniel Göstenmeier as an exceptionally motivated and highly efficient member of staff, who was committed to the agency above and beyond normal day-to-day office life. He always identified strongly with his work, was extremely resilient, and was always ready to take on additional tasks and complete them successfully – even if these tasks fell outside normal working hours. He is characterized by tremendous commitment, helpfulness, and reliability.

On account of his trustworthiness, dedicated working style, and helpful manner, Daniel Göstenmeier was respected and valued by clients, managers, and colleagues alike.

Daniel Göstenmeier left our agency on June 30, 2014, of his own volition, which we regret enormously. This is because we are not just losing an excellent project manager, but a fantastic colleague.

We would like to take this opportunity to thank Daniel Göstenmeier for his excellent work and for being such an outstanding colleague. We would also like to wish him all the very best for the future, both personally and professionally.



Peter Ströh
Managing Director