



## Letter of Reference

DaWanda is Europe's largest online marketplace for unique and handmade items. More than 280.000 designers offer more than three million products for sale at DaWanda. Categories include fashion, accessories, baby items, art, home décor and more. DaWanda was founded in 2006 and its headquarter is located in Berlin. Our platform is available in seven languages - German, English, French, Polish, Spanish, Italian and Dutch. 200 employees coming from 18 different nations work for DaWanda today.

Ms. Julia Cames, born on 12 December 1982, was employed within our organization from 12 October 2009 until 31 August 2015 in the international department. She began as Community Manager France at DaWanda and developed into Platform Manager France starting from 1 June 2013. Her responsibilities included the following:

- Managing the French business, including P&L and brand awareness
- Monitoring competitor activity in the market and developing a business strategy
- Building and managing relationships with bloggers, content partners and craft suppliers
- Building effective onsite marketing processes and managing efficient internal operations
- Managing marketing, CRM, PR, social media campaigns and events for the French market
- Representing DaWanda in France

Ms. Cames possesses excellent specialist knowledge, which she has always applied to our business processes in a most effective and beneficial manner. Due to her very good perception, she was able to understand complex situations immediately and always found very good solutions right away. Ms. Cames was a very dedicated and highly motivated colleague, who continuously impressed us with her extraordinary willingness to perform. In situations with extreme pressure, she always displayed exemplary resilience.

She completed her tasks fully independently, with strong diligence and according to a well thought-out plan. She always worked thoughtfully, goal-oriented and extremely precisely. Ms. Cames continuously impressed us particularly in terms of quality and quantity. She showed an extremely high level of reliability and met always her deadlines.

She was always able to find excellent solutions for all problems. Ms. Cames has always fulfilled her responsibilities to our absolute satisfaction.



She was well-liked for her very friendly, open and well-balanced demeanor; she actively encouraged cooperation and a friendly team atmosphere. Her personal conduct with management, colleagues and clients was always and in every respect exemplary.

Ms. Cames has terminated her employment with us as of 31 August 2015. We regret to see her go, as we are losing an excellent employee. We would like to thank her for her consistently good performance and wish her all the best and much success in her professional and personal future.

Berlin, 31 August 2015

DaWanda GmbH



Claudia Helming  
CEO

