



Interim Report

Ms. Julia Cames, born December 12, 1982, has worked for GetYourGuide since November 1, 2016, in various key roles across our organization. She currently works as the Brand Operations Lead in the Marketing department.

GetYourGuide offers the world's largest selection of activities: guided tours, cooking classes, sightseeing bus trips, canal cruises, and more. We show travelers the best of their destination and make it simple for our customers to find and book an activity that will make their day — or trip — unforgettable. With more than 30,000 activities and 7,000 destinations, GetYourGuide has become the largest online platform of its kind.

When Ms. Cames joined GetYourGuide in 2016, she worked as the Localization Team Lead in the Content department. In this role, she doubled the size of her team — creating the standards and quality control measures that have defined the department to this day. Her responsibilities in this role primarily encompassed the following:

- Developed standards for success and ensured that targets, OKRs, and KPIs were met each quarter. Delivered high-quality output for all SLAs.
- Ensured seamless workload distribution and established effective workflow measures.
- Monitored localization initiatives and ensured their success.
- Improved and adapted processes across the team as workloads increased.
- Conducted regular meetings and performance reviews with each member of her team. Supported and steered team members in their growth, learning, and development.
- Ensured that recruitment goals and quality standards across the team were met.
- Built and maintained strong working relationships with stakeholders across the company.
- Promoted awareness of the localization team and the business value localized content holds across the company.
- Maintained cutting-edge industry knowledge by constantly informed herself of the latest trends.

Ms. Cames optimized processes and output in the Localization department after just one year of leading the team. She then transitioned to the role of Marketing Content Lead on September 8, 2017. In this position, she created the foundation for the content strategy and structure we have today.

In her role as Marketing Content Lead, Ms. Cames achieved the following:

- Owned the keywords activation project over the course of two quarters and across 14 languages. Ms. Cames directly participated in bringing 1 million in NR through the addition of 200k aliases.
- Created the marketing style book and ensured that marketing best practices were assessed and implemented across 18 languages.

- Audited GetYourGuide's core market and optimized source market copy quarter over quarter.
- Owned the copy rebrand in 18 languages.
- Built her team and taught copywriters about experimentation and A/B testing.
- Updated and expanded the marketing playbook with best practices in all marketing channels. This resource provided a foundation for our current marketing team.
- Owned internationalization operations: launched 4 new languages and ensured 100% marketing coverage (200% growth over the first 2 months — 1Mio NR in 10 months).

In these two roles, Ms. Cames demonstrated comprehensive and multi-faceted expertise in marketing. Her specialist know-how goes far beyond mainstream knowledge and her insights have proven invaluable to GetYourGuide. She applies her knowledge confidently and expertly on a daily basis. Ms. Cames' defining qualities include but are not limited to:

- Leadership: She participated in a 9-month leadership program and taught 60 of her peers during a full day of training.
- Hiring: She built and nurtured a team of 10 language specialists — teaching them to focus on KPIs and results instead of just the tasks. She also hired 5 copywriters.
- Loyalty: She relaunched the customer newsletter and magazine content. She also improved click-through-rate and open rate.

Ms. Cames continuously expands and updates her extensive specialist knowledge to the benefit of our company by regularly attending events to further her education. Moreover, due to her exacting analytical abilities, Ms. Cames is always able to understand complex situations and find optimum solutions immediately. Her proactive attitude, dedication to her work, and resilience are key elements to her success at GetYourGuide. Ms. Cames approaches all tasks thoughtfully, methodologically, and in a target-oriented manner. She continues to impress us particularly in terms of the high volume of her work and the unflagging quality of her output. Ms. Cames has become a byword for reliability at GetYourGuide.

Furthermore, Ms. Cames' colleagues can speak to her friendly and thoughtful demeanor. She is consistently helpful, courteous, and — when necessary — she puts the interests of others before her own. Her personal conduct with superiors, colleagues, and clients is exemplary. Ms. Cames is respected across our organization.

This interim report is provided on request by Ms. Cames. We are happy to comply with this request. We would like to thank her for her consistently very good performance in the past and are looking forward to a positive continuation of her employment.

Berlin, February 20th, 2019

GetYourGuide Deutschland GmbH
Tao Tao
COO & Co-Founder

