



## Letter of Reference

Ms Julia Comes born on December 12, 1982 was employed in our enterprise from November 1, 2016 to February 29, 2020 in the Marketing department.

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During her time at GetYourGuide, Ms. Julia Comes worked in different positions, her last two roles were owned simultaneously: Marketing Content Lead from November 10, 2017, onwards, and Brand Operations Lead in the Marketing Department from July 1, 2018, until February 20, 2020. Her main tasks included:

- Managing the workflows of Creative Studio to ensure both quality and timely delivery and acting as a key liaison that connects Brand stakeholders to Creative Studio
- Defining and developing efficient & effective operations, enabling GYG to drive the brand at scale.
- Taking on a product management role to lead key departmental projects and bring them to life, working with multiple stakeholders within the organization
- Delivering the production of 360 brand campaigns that connect with local audiences (TV, Display, Social, Out of Home, Sponsor Ads)
- Collaborating with GYG product & engineering teams to integrate GYG marketing campaigns
- Taking strategic ideas & concepts and translating them into clear goals, implementation plans, and resource coordination planning
- Leading the development and team management of the marketing copywriters, having direct line management responsibilities for the team's output, development, and contribution

Ms Comes possesses comprehensive as well as multi-faceted specialist knowledge spanning beyond the mainstream, which she was always able to apply confidently and expertly in practical circumstances. She furthermore has a strong understanding of the requirements across channels. Ms Comes was especially strong in customer-centricity, data orientation, strategic brand operations and leadership. Due to her exacting analytical ability, she was always able to understand complex situations immediately and to find good solutions right away. Ms Comes always worked in a highly proactive manner and completely identified with her tasks and our company at all times. She always displayed an impressive level of dedication and motivation. She always proved resilient even in highly stressful situations.

She completed all her tasks completely autonomously, with diligence and according to a well-thought-out plan. She always worked serenely, thoughtfully, target-oriented and highly precisely. She continuously impressed us in terms of quality and quantity. Ms Cames showed an extremely high level of reliability.

She always found good solutions for all problems. She especially exceeded in the following tasks:

- Identifying and campaigning for product and marketing content to be self-contained entities, allowing for the creation of specialized, targeted content for each user group
- Key contributor to the brand relaunch, including assisting in building guidelines & value proposition, tone of voice, and roll out to 18 languages
- Building the marketing copy team, including hiring, resource allocation, ceremonials, framework and standards (style guide, playbook)
- Building the Creative Studio with Director of Brand, including brand definition, hiring and stakeholder management
- Increasing marketing coverage for 18 languages including Paid search, display, social and launching 4 new languages from scratch
- Owning the brand operations' TV and Out of Home campaigns, including media and digital collateral assets production
- Relaunching the newsletter program and magazine (content roadmap, localization, editorial)


The performance of Ms Cames has always and in every respect earned our full recognition.

She was respected by everyone for her friendly and well-balanced demeanour. She was always helpful, courteous, and where necessary, she put the interests of others before her own. Her personal conduct with superiors, colleagues and clients was always impeccable.

Ms Cames is leaving our employment on her own accord on February 29, 2020. We sincerely regret to see her go, as we are losing a very capable employee. We would like to thank her for her consistently very good performance and wish her all the best and much success in her professional and personal future.

Berlin, February 29, 2020

GetYourGuide Deutschland GmbH



Julian Fichter  
Head of HR