



Českomoravská stavební spořitelna, a.s. Vinohradská 3218/169 100 17 Praha 10 Česká republika

10th of August, 2012

To: Brand:Trust GmbH

Attn.: Christoph Hack

Findelgasse 10

90402 Nürnberg/Germany

Reference letter

Dear Mr. Hack,

we would like to thank you for your excellent cooperation in the process of development of the brand strategy for the CMSS. Your professional, empathic and effective support was an important contribution to the success of the first project phase.

Brand:Trust credentials from many areas, including financial sector, and experiences from similar projects managed in BSH, led us to select the right company for such an important partnership. Brand:Trust provided us with expert consultation through the entire complex process what was ensured by dedicating free key accounts from the team specially to CMSS.

At the beginning of 2011, we started with huge market research where Brand:Trust experiences helped significantly. In the following process that lasted for a period of one year, Brand:Trust worked together with our project team on developing brand strategy fitting as ideally as possible to the company strategic goals and market requirements.



We would like to especially highlight the structured concept of the developed brand strategy which enables our project team to practically use it in the actual phase of the project – brand strategy implementation. Thanks to that, we can continue with the implementation phase much easier.

On top of this, Brand:Trust supports us as a coach and advisor in many important tasks concerning the corporate and product brands as its team is very close to our brand problematic.

We find our cooperation with your company very effective and successful, that is why we would be happy to recommend Brand:Trust to other companies finding the right strategy for its brand.

Yours sincerely,

Rostislav Trávníček