

Brand:Trust
Brand Strategy Consultants e.K.
Mr Klaus-Dieter Koch
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Bonn, 7 September; 2004
RP

Evaluation of the M-Gen brand strategy project for T-Mobile

Dear Klaus,

In view of our long-time, well-established professional partnership, I am particularly pleased to advise you that the M-Gen brand strategy project for T-Mobile has also been successfully completed.

Despite "vague" requirements, you were able to pursue and achieve the set objective in a consistent and results-oriented manner.

Although the ground work was initially very theoretical, you were able to present the solutions in an extremely practical, implementation-focused manner after this phase.

The personal support from the management was good; your advice excellent, and Achim Feige also submitted a pleasing assignment. Compliments to you!

Some other points worth mentioning:

The project was highly disciplined in terms of timing and costs. Communication skills were very strong, and the argument logic impressive. Individual problems were thoroughly examined.

In short: I would always be happy to collaborate on another such project with you, and thank you very much for the pleasant and exciting collaboration.

Kind regards,

Reinhard Plückthun