

3<sup>rd</sup> April 2014

**BARTLOMIEJ ZIMNY REFERENCE**

To whom it may concern:

Mr Bartlomiej Zimny cooperated with Amex BV / Contact Lenses Group from 1<sup>st</sup> December 2012 to 31<sup>st</sup> May 2014 in the position of Manager of the Lensbase.pl webshop.

Mr Bartlomiej Zimny's main duties included: developing of websites and marketing relating to polish speaking markets (lensbase.pl, blog.lensbase.pl), sales and marketing within polish speaking markets, customer service, prospective services for polish speaking markets, ensuring legal compliance of polish marketing and sales. He was also responsible for lensbase.pl positioning, social media channels, video and graphic designing and web mastering. Moreover he dealt with polish contact lens and optical accessories wholesalers.

Mr Bartlomiej Zimny was very eager to work and took his responsibilities very seriously. He established an excellent rapport with staff and customers. At all times I found Mr Bartlomiej Zimny to be a very creative, resourceful cooperative and enthusiastic person. He also displayed qualities of diligence and gentleness that are so important in e-commerce companies. He easily managed to adept to a new and fast paced work environment and was eager to find out about new company projects and plans.

I believe Mr Bartlomiej Zimny has the skills and dispositions to be a fine e-commerce specialist and recommend him to any e-commerce company in Poland and abroad.

Yours faithfully

  
**Michael Kraftman**  
Chief Executive

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