



**Zoovu (Germany) GmbH**  
Skalitzer Straße 104  
10997 Berlin

Berlin, 26 May 2023

## To whom it may concern

Mr Ali Seven, born on 25 August 1990, has been working for Zoovu (Germany) GmbH as Platform Consultant since 19 December 2022.

Zoovu is an AI content discovery platform that empowers businesses to help buyers discover products and make purchase decisions, wherever they are. The AI-driven platform structures product content and automatically enriches it with language that people understand to enable powerful and personalized discovery experiences such as visual configurators, semantic search and conversational assistants across all digital channels and partners. Companies such as Amazon, Under Armor, Gillette, and Samsung use Zoovu's secure and scalable no-code platform to engage, educate and convert customers, streamline buyer journeys, and deliver great purchase experiences to millions of people worldwide, daily.

Mr Seven's tasks include in particular:

- Supporting the onboarding and enablement of new customers by building assistants, configurators, and chat conversations, while training and enabling the customer to self-manage their solution.
- Consulting with business stakeholders as a subject matter expert on what makes a good assistant, conversation – delivering a compelling customer experience while guiding customers to an in-the-box solution within the platform.
- Acting as the liaison throughout the customer enablement program, working as a team with additional platform consultants, project managers, and solution architects to ensure quality deliverables.
- Seamlessly interacting with Product, Support, and Development teams as needed to accomplish daily activities.
- Developing documentation based on as-is and future state of customer implementations.
- Identifying risks and potential blockers within projects and proactively mitigating.
- Demonstrating a high level of competency in the Zoovu platform and continually staying up to date with industry trends, and latest features and functionalities.
- Contributing to ongoing initiatives that continuously improve our approach to efficiently and effectively delivering success to our customers.
- Working with HTML, CSS, and JavaScript whenever required.
- Contributing to projects for well-known clients such as Bosch, Miele, Dyson, and Draeger.
- Working in an agile environment with Scrum methodology.
- Processing and preparing product data from various data sources.



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Mr Seven has an excellent and very profound expertise, also in peripheral areas, which he has always brought in our company in a highly profitable way. Due to his excellent comprehension, he was always able to grasp even difficult situations immediately and correctly, so he quickly come up with excellent solutions.

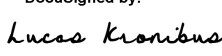
Mr Seven always showed a high level of initiative and absolutely identified himself with his tasks and our company, whereby he also convinced through his exemplary enthusiasm. Even in situations with the greatest workload he proved to be extraordinarily resilient over the long term. He always managed all tasks completely independently, extremely carefully and methodically well thought out. He always acted calmly, considered, goal-oriented, precise and extremely professional.

Mr Seven was particularly reliable. He was always convincing in a special way, both qualitatively and quantitatively. Without exception, he found excellent solutions for all problems that arose.

In every respect, Mr Seven's achievements found our highest recognition. He became very popular with everyone because of his consistently friendly and even-tempered nature. He was always helpful, accommodating and would provide assistance even if he had to put his personal interests back. His behavior towards superiors and colleagues as well as external partners was, without exception, exemplary and loyal.

The employment relationship will end due to organizational restructuring on 30 June 2023. We regret this very much because we are losing an extraordinary employee with Mr Seven. We thank him for the consistently excellent performance and wish him continued success in his professional and private life.

Sincerely,

DocuSigned by:  
  
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**Lucas Kronibus**  
Managing Director