

TROLLBEADS

THE ORIGINAL SINCE 1976

May 20th 2015

USICS

Vermont Service Center
75 Lower Welden Street
St. Albans, VT 05479-0001

Dear Sir or Madam:

The deliberate and intelligent conception, development, and implementation of the world's strongest brands form a vital factor in their ultimate commercial success. With over two decades of experience in the marketing and branding industry, I am well equipped to recommend those in the field who are industry leaders, making an impact on the entire field and accomplishing amazing things for their clients. It is therefore my pleasure to recognize the remarkable talent and achievements of Ms. Trine Keller-Andreasen who is without question a leading figure in the significant arena of global marketing and branding. Currently, I serve as the Chief Marketing Officer at Trollbeads A/S, a leading jewelry company based in Denmark. Since 1976, the Trollbeads family has been an industry leader, credited with creating the world's first and finest bead-on-bracelet concept that has charmed women all over the world.

I can confirm that I am currently working with Ms. Keller-Andreasen on the relaunch of our brand, X Jewellery. Nearly four decades after Trollbeads first changed the global landscape of jewelry design, X Jewellery takes a further revolutionary approach to the industry, allowing customers to create their own unique bracelet or necklace from a range of high quality silver, bronze, gold and black Rubber X links. This uniquely interactive business model requires the expertise of marketing and branding professionals that reside on the cutting-edge of the industry, such as Ms. Keller-Andreasen. Indeed, we handpicked Ms. Keller-Andreasen to spearhead the global campaign strategy for this relaunch due to her tremendous accomplishments in this arena.

Ms. Keller-Andreasen has the intuitive ability to provide just what is needed in connection with any particular assignment and an excellent creative feel that comes from her many years of experience leading marketing and branding projects for the likes of Absolut Vodka, Volkswagen, Arla Foods, KIMS Chips, Carlsberg, Coca-Cola Light, Tuborg, and Heineken, among many others. Her holistic approach involves an appreciation of the factors that drive successful brand communications in today's marketplace. From social media platforms to identifying style influencers who can become top brand ambassadors, Ms. Keller-Andreasen knows precisely how to use the plethora of modern marketing and communication channels to best position a brand for success. What is perhaps most impressive is her



Trollbeads A/S – Toldbodgade 13; DK- 1253 Copenhagen K – Denmark
Phone: +45 3393 6093, opening hours Monday – Friday 8.30 a.m. – 4 p.m.
e-mail: info@trollbeads.com – www.trollbeadsuniverse.com

VAT no. 2871 7024