

November 30th, 2012

To Whom It May Concern:

Following repeated and unsuccessful attempts to find a suitable person since 2009, in 2011 Fitco as a boutique retained search firm was selected to bring on board a Food Product Manager to develop the quality and range of food offerings across China and beyond where we are expanding rapidly.

Costa's ideal candidate profile required a strategic and hands-on person to manage food suppliers, distributors and coffee shops and a creative talent that could bring an appropriate blend of China and Western cultural inputs to the food range. The person was also required to be a fluent Mandarin and English speaker with relevant China and Western business experience. Most important was the requirement to fit into Costa Asia's focused, ambitious and professional culture and highly pressurised working environment where harmonious teamwork is essential.

Fitco were able to professionally present 3 excellent candidates based in both Singapore and China that were currently delivering high quality food solutions for other leading food service brands. Key competencies and talent were matched resulting in all requiring interviews. The candidate we selected had an excellent track record and possessed the ideal qualities we were seeking, and after a year in the role he has, and continues to have a significant impact on our business and is highly regarded by the rest of the Costa management team.

We chose Fitco for several good reasons including a considered and thorough approach to understanding the brief, skilled questioning and business principles such as a shared culture of concern for ecology and the environment.

In conclusion, I have no hesitation in endorsing the ability of Fitco to find and persuade the best people in an industry sector once a professional assignment is given to them to secure top talent.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Paul Smith', with a long horizontal flourish extending to the right.

Paul Smith

CEO - Costa Coffee Asia