



Zita Molnár
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To: Whom It May Concern

Dear Madam / Sir,

This is to inform you that based on the 15-year experience Tetra Pak has had with Questia Communications, and my personal experience of 4 years with them, I would highly recommend the company as a strategic consultant.

During the course of my cooperation with Questia, they were providing excellent support in managing a profound change in Tetra Pak's external communication strategy, moving from our previous, traditional approach to a new strategic direction. This also included the development of a new communication platform, supporting the repositioning of the Tetra Pak brand. Questia's knowledge and understanding of the Polish media landscape helped us focus our efforts to the most relevant and influential platforms, and they helped us develop excellent collaboration with key media in the country.

Besides their expertise, we also experienced great cooperation, a quick understanding of our changing needs and demands, and a proactive approach, which helped us leverage on every opportunity to support our communications objectives.

I believe that Questia is a very reliable, expert partner to work with at any level of external communications, starting from strategy development, through planning and implementation, to crisis communications, and I can confidently recommend them as such.

Best regards,

Zita Molnar

Tetra Pak sp. z o. o.

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