

Holger Hagenlocher
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Böblingen/Sindelfingen
Software Centre
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Letter of reference

Böblingen/Sindelfingen Software Centre is the leading IT competence centre in Baden-Wuerttemberg. It offers newly founded and already existing medium-sized IT companies affordable lease terms, the necessary infrastructure, high-speed networking and support with many strategic business decisions. The centre, which was founded in 1996, bundles the competence of over 80 companies, including many from abroad.

Mr. Hagenlocher has supported our software centre as an external employee since March 1999 and manages the areas of marketing and public relations for us. Mr. Hagenlocher implements the marketing and communications measures agreed with management. The aim of these activities is, for example, direct support for member companies or to increase the software centre's profile amongst the general public in the area and also in the relevant specialist media. In this context he is also responsible for the selection and supervision of external service providers such as graphic designers or printing companies.

His area of responsibility covers the entire area of marketing communication.

He is responsible for the following tasks:

- Editorial supervision of the website (current news, announcements, publications, etc.)
- Content and design-related supervision of monthly email newsletters for the press and IT companies
- Setting up and supporting social media content (Facebook and Twitter)
- Editorial and production/layout of the periodically published SBS NEWS (including handling graphic designers and printing companies)
- Performance of the "Competence in our Neighbourhood" direct marketing campaign (mailing to journalists/media, companies from the Stuttgart region and VIPs)
- Ongoing publication of press releases
- Performance of events (e.g. open source solution day)

In my function as managing director of Böblingen/Sindelfingen Software Centre, I know Mr. Hagenlocher as an extraordinarily creative, competent and conscientious service provider. Mr. Hagenlocher has impressive professional experience and broad specialist knowledge. In addition to his competence, we greatly value Mr. Hagenlocher's pragmatic and cost-conscious manner of proceeding. He meets all deadlines set. We know Mr. Hagenlocher as a committed and competent person who supervises his area of responsibility with skill and the necessary prudence.

Having worked for us for a long time, Mr. Hagenlocher has contributed to the success of Böblingen/Sindelfingen Software Centre. We warmly recommend collaboration with Mr. Hagenlocher to other companies.

Best regards

[Signature]

Dietmar Schofer

Managing Director, Böblingen/Sindelfingen Software Centre