

18-Jun-09

To whom it may concern

Madi Nassimian has been my contact at YKM since 2005, where he served as VP Marketing and Business Development. During that time Madi has accompanied three large internet projects I've conducted, as an internet marketing and business consultant.

The projects – two global corporate websites (ColBar Ltd, Nordic Aesthetics AB) and one global product portal (Evolve dermal filler) – have been built to serve the clients of those corporates, both professionals in the aesthetic medicine industry, as well as patients and consumers.

Madi has provided invaluable information and experience in these projects, from their initial phases of design input and planning, through seeking solutions and answers to specific marketing needs, analysis of potential promotion paths, to final launching of the sites. His unique combination of understanding the strategic needs of a client, together with his ability to see through the details of a plan, made him a vital part of each project.

Moreover, throughout my working experience with Madi he has proven to be supportive, service-oriented and highly professional in his relationship with us as clients.

I warmly recommend using Madi's support and experience in each project that involves strategic and operational decisions about internet marketing, promotion and applications.

Kind regards,



Orily Pratt  
VP Marketing  
Nordic Aesthetics AB, Sweden