



## TO WHOM IT MAY CONCERN

This letter of reference is requested by Christian Sachs, born on August 14<sup>th</sup>, 1982, and has subsequently been provided so that it may be presented if required to prospective employers.

plista is a pioneer when it comes to innovative solutions for targeted digital advertising and content distribution in native environments. With our data-driven content and advertising platform we successfully bring advertisers and publishers together. Our specially developed technology enables us to control both content and advertising in line with the interests of the individual user. Thus advertisers can target precisely their audiences and create campaigns with high advertising impact.

By optimally displaying content and advertising, publishers benefit from sustainable traffic increase, longer visit duration as well as additional monetization of their digital services – without investment cost and across all channels. plista employs 120 people and is the leader in its segment in five countries.

Mr. Sachs joined our company on August 3<sup>rd</sup>, 2009 as a software development intern. From December 1<sup>st</sup>, 2009 he has been employed as a software developer. In this position his main objectives include:

- customer tracking, rapid prototyping, ad technologies, recommendation algorithms and billing processes
- PHP development (mostly backend) with OOP and MVC
  - o including 3rd party tools like: IMagick, ffmpeg, cURL, PHPEXcel, TCPDF, xdebug
  - o including APIs like: REST, SOAP, DoubleClick Ad Exchange RTB, OpenRTB, OAuth, Google Analytics
- Query optimization (MySQL) and data aggregation (MySQL and NoSQL – mostly Redis)
- Technical consultation for internal developers, campaign/account management, customers and accounting
- Scaling for high performance systems
- Unit testing with PHPUnit
- Version control systems SVN and git
- Insights and experience with related fields of work like: Linux administration, HTML, JavaScript (jQuery), CSS, framework Cake, encryption

Mr. Sachs has accomplished his assignments with exemplary dedication and great personal commitment during his entire employment with our company. During situations of considerable tension and stress, he makes level-headed and correct decisions. He always handles new business developments in a safe, flexible and very proficient manner. His excellent specialized knowledge and rich work expertise as well as his abilities to abstract enable him to reach independent, elaborate and realistic decisions, also when confronted with complex issues and difficult situations. Even when faced with highly difficult tasks, objective accumulation of problems and time pressure his results are always of highest quality.

Mr. Sachs always completes tasks assigned to him to our utmost satisfaction. His behaviour towards superiors, colleagues and customers is always correct and without objection. Mr. Sachs is leaving our company on July 31<sup>st</sup>, 2014 by mutual agreement in order to meet new challenges. We regret his leaving very much, as it means that we are losing a very good professional associate. We thank him for his constant very good work and wish him all the best and continued success for his professional as well as personal future.

We have no hesitation in recommending him to any future employer.

If you would like to discuss this further, please feel free to contact me.

Berlin, June 13<sup>th</sup>, 2014

  
**Andreas Richter**  
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