



Madrid (Spain), April 21st 2020

As Shopper Marketing and Ecommerce Marketing Manager of Coca-Cola Iberia, I am delighted to recommend María Lopez, an outstanding Marketeer.

I hired and have worked closely with María, who has actively participated in multiple Shopper Marketing initiatives and capabilities development, for the Coca-Cola System in Western Europe.

María has been a valuable asset for the team. She is a fast learner and has really good skills, including project management, visual communication asset development, shopper insights analysis, consumer/market sensibility. Over her time with us, she has acquired a profound team-work mindset and influencing skills to be able to align different areas in order to deliver in a timely coordinated and proper manner, according to high standards. It is not an easy task to achieve within such as dynamic and demanding environment, so I must recognize her resilience and adaptability.

In summary María has worked for an entire year in Coca-Cola, and she has shown she is profoundly dedicated and responsible meeting her challenges. We would have liked to keep her in the team, but our HR policy doesn't allow to extend external support longer than 12 months.

Without any reservation I would recommend María's way of working. She would be a tremendous asset in any company.

If you need more references, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Pollastrini Verde", with a stylized flourish at the end.

MARIO POLLASTRINI VERDE

Ecommerce and digital shopper Marketing Manager

Coca-Cola Spain / Portugal