

Warsaw, May, 15th, 2019

Letter of recommendation

Polpharma is the largest Polish producer of OTC, Rx with over 80 years' history on the market. The company operates on the markets of Central and Eastern Europe, the Caucasus and Central Asia.

In 2018 the Marketing Excellence Program conducted by the Questus company was launched in Polpharma. Training program was based on the advanced certification level of The Chartered Institute of Marketing (CIM) – the Diploma in Professional Marketing. It was conducted in accordance with the international standards and included four modules: Strategic Marketing, Mastering Metrics, Digital Strategy and Driving Innovation.

The aim of the program was to build and extend the knowledge and competencies of main marketing and management areas amongst the Senior Managers. However, first and foremost, the purpose was to train the future leaders who would raise up to the challenges of future changes in business environment as well as upcoming, considerable alterations to organization's strategy.

Not only did the program meet our highest expectations, but it also built the perfect networking base, integration as well as experience sharing amongst the participants who come from various branches and countries of the Polpharma Group.

The highest quality of service provided by Questus stems from excellent preparation of the training program along with perfect selection of tutors conducting the classes. Great deal of the program's flexibility allowed to meet requirements to provide professional standards and match the company's needs.

It is worth to underline that the program was conducted in a very extensive way in three consecutive locations: Warsaw, Almaty (KZ) and Tbilisi (GE) and entire organization and logistics were perfect managed and communication and collaboration with Polpharma' steering committee as well as project coordinators were smooth and efficient.

I am pleased to recommend Questus as a reliable, competent and professional education center, and business partner.

Ireneusz Martyniuk

A handwritten signature in blue ink, appearing to read 'Ireneusz Martyniuk', written over a light blue background.

Commercial Development Director
Polpharma Group