

# PRIVASIA

15 August 2012

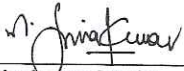
## To Whom It May Concern

It was my pleasure working with Mr. Ashok Rudy Ratnanesan of Acquire Sdn. Bhd as marketing strategist.

Mr. Ashok Rudy, is a highly experienced strategic marketing professional. His knowledge and application of key marketing fundamentals - from identifying value drivers through market research and needs-based segmentation, to developing customer value propositions and implementing targeted strategies, are of the highest caliber. In addition he brings a wealth of knowledge and experience, and uses real-world, battle-tested thinking tools to help solve the difficult marketing issues. Excellent communication and leadership skills created a highly functional team who accomplished a tremendous amount of quality work in very short timelines.

Overall, Mr. Ashok Rudy works with the highest level of honesty and integrity. I look forward to any opportunity to work with him and his team in the future.

Sincerely,



Sivakumar Muthu  
Head of Business, Spend Management  
Privasia Sdn Bhd