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4 October 2018

To Whom It May Concern,

TESTIMONIAL FOR ACQUIRE SDN. BHD. ("ACQUIRE") FROM UNITAR CAPITAL SDN. BHD., OWNER AND OPERATOR OF UNITAR INTERNATIONAL UNIVERSITY ("UNITAR")

We had the opportunity to work with Ashok Rudy and the team at ACQUIRE between April to July 2018 when they were engaged as our marketing agency to manage UNITAR's Gaya Bola Raya Bola World Cup campaign. ACQUIRE was meant to conceptualise, manage and execute this campaign for UNITAR based on a brief given with a specific lead target and to work within a specified budget. Overall, I was very satisfied with their results they delivered particularly in the area of:


- 1) Competency and reliability as a marketing agency. Ashok and the team were able to hit the ground running by identifying and understanding the issues faced by our internal team due to limited resources available during that period and the absence of a Marketing Head. They worked well with our internal team and provided the experience and guidance across the spectrum of branding and marketing which was much needed.
- 2) They managed the other agencies engaged for this campaign well by driving KPI's and ensuring communication was consistent across all media channels.
- 3) Their understanding of the education industry proved valuable especially in targeting the right segment and using the right messaging.
- 4) The technological tools they used managed the work faster and in a more coordinated manner.
- 5) Their digital savviness allowed us to track and push our marketing dollar even more. We reduced our cost per lead while improving our overall lead numbers.
- 6) They organised and coordinated a very successful Gaya Bola Raya Bola E-sports Tournament which achieved full participation and was witnessed and enjoyed by the honourable YB Prabakaran.

ACQUIRE went that extra mile to ensure UNITAR accomplished its goals and I am grateful that there was a specialized agency like this that we could turn to for extra support when required.

I look forward to working with Ashok Rudy and his team at ACQUIRE again and wish them well.

Thank you.

Yours sincerely,



PUVAN BALACHANDRAN
Chief Executive Officer