

Emmi Schweiz AG, Habsburgerstrasse 12, 6002 Lucerne, Switzerland

Brand:Trust GmbH
Herrn Achim Feige
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Our reference Urs Riedener/wag
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Location, date Lucerne, 5th June 2009

Brand Architecture Project Evaluation

Dear Mr Feige,

When looking for a suitable partner who could work with us to point the Emmi brand architecture in the right direction, we yet again decided to cooperate with Brand:Trust on the basis of our positive experiences in past projects. Since making this decision to work with your company again, we have had no regrets due to the fact that an excellent bond of trust, which is a rarely seen entity in the business world, has now formed on both sides.

The main activities involved in this project were the development of a future-oriented umbrella brand strategy that takes Emmi's central products into account and the analysis and development of concepts for and operationalisation of this strategy. The tasks in question have been punctually and professionally carried out since June 2008. We would like to highlight the particular challenges involved in these activities, namely recording the wide variety of our brands and the multitude of independent brands (market entries) that need to be united under one umbrella brand and the implementation of our brand strategy in our operational business, which you and your partner both mastered extremely successfully.

The project, which was implemented over a comparatively short period of time, established guidelines for both the upcoming orientation and market entry of the products. In the future, we expect to strengthen the Emmi brand in its competitive environment and to use this stronger position to achieve sustainable success for our company. Up to now, our strategy definition has been impacting our Marketing and Communication Division. On a longer-term basis, however, our brand strategy will also have a positive effect on the entire company.

All of the participants in our branding sessions highly appreciated the personal and intercultural competence and expertise displayed by Ms Berning, Mr Koch and yourself, as well as your understanding of the concept of 'Swissness'. We were yet again extremely impressed by your efficient and professional project management, high level of commitment and price-performance ratio.

Dienste Services Services Servizi

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We would like to thank you for your successful and pleasant cooperation and are already looking forward to implementing our project with you this year.
We would be happy to recommend your company to others at every opportunity!

Yours sincerely,
Emmi

/signature/
Urs Riedener
CEO