

30th May 2018

To Whom It May Concern

PRIVATE AND CONFIDENTIAL

Dear Sir / Madam,

Re: Employment Reference – Leong Yew Fei

This is to certify that Leong Yew Fei was an employee and held the position of Planning Director at Zenith Malaysia from November 2015 to August 2018 on a full-time basis.

Yew Fei was among four Planning Directors in Zenith. He led a team of two other planners and his role included managing client needs from a range of industries such as tourism, women care, consumer goods and fashion. Some of the key brands under his care include Libresse, Ogawa, H&M, Star Cruise and Bausch & Lomb to name a few. Among the tasks Yew Fei has involved are proposing media plans for new campaigns, creative use of media and other initiatives for his set of clients. He led the team to plan, execute and report on each of the campaigns run.

Yew Fei is a hands-on manager and isn't one who would shy away from business challenges. He often collaborates with his team and gives guidance and advise on the work to the team. He also gets along well with his key clients and conversations go beyond just work. He is passionate with the brands that he works on and has an inquisitive personality.

Some of Yew Fei's notable achievements include single-handedly brought in new client Bausch & Lomb in 2017, part of the winning regional team that pitched for H&M and eventually managed their business for Malaysia market (in 2016, 2017 and 2018), won Gold at the Malaysia Digital Association Awards 2018 (MDA) for Best Digital Integrated Campaign: Libresse. While conducting his duties as Planning Director in Zenith, I have observed Yew Fei to be diligent, hardworking and committed to his various tasks assigned to him. He is also a friendly, cooperative and a pleasant person to have as a colleague.

Should you need further information on Yew Fei's employment with us, you may email me at David.soo@zenithmedia.com.my

Thank you.

Yours sincerely,



David Soo
Managing Director
Zenith Malaysia Sdn. Bhd.