

Hamburg/Germany, August 31, 2017

Recommendation Sergey Sidorov

Dear Sir or Madam,

My name is Niklas Frings-Rupp and I am the Managing Director of the Miami Ad School Europe with schools in Hamburg and Berlin Germany.

Miami Ad School is the world's most renowned and successful advertising school founded in 1993 and based in Germany since 2003. Students can gain their Masters or Bachelor degrees in programs from art direction, copywriting, digital design, graphic arts and account planning.

We only work with top experts in each field as teachers and mentors and our students are the most awarded junior-professionals for the last 10 consecutive years at international award shows. The Miami Ad School of Europe has been named school of the year several time from various international award shows

This letter is to confirm and provide evidence that Sergey Sidorov has been one of our teachers and lecturers since more than a decade. We are incredibly lucky to have Sergey as part of our teacher roster, as he is one of the rare professional talents who has gained outstanding international experience on some of the most renowned global brands.

He is also one of those extraordinary people that can combine and integrate the often-disparate fields of customer insight, cultural strategy, technological innovation, branding and design.

His passion for creativity and my trust on his communication skills with people and the extremely sharp brain - which makes any person he is dealing with to understand the point he is making is to the best benefit of our students. His inputs about creativity, design and art direction was crucial for the development of the fortunate students that join his class.

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I will attempt to summarize by saying that he is a natural leader, motivator and his design knowledge is possessed by very few.

Our school has always had the highest standards, for both student's entry and lecturers alike. We have very competitive selection criteria, and only those who have demonstrated outstanding achievements in the advertising development field are invited to lecture and become mentors at the Miami Ad School of Europe.

Based on his extraordinary accomplishments and reputation in the field of advertising business development, Sergey Sidorov was invited to be part of the selected group of the Miami Ad School of Europe lecturers since more than 10 years.

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