



November 3, 2014

S.Lakshmi Narasimhan
Ignite Insight LLC
19, Hudson Ct,
Jersey City, New Jersey, USA 07305

Dear S.Lakshmi Narasimhan,

First of all I would like to reiterate my great appreciation for the course that you conducted for myself and the entire FRHI, F&B European team in Berlin. Your expertise and passion shared really stimulated us and we now feel that our confidence levels are raised and that we are better prepared to make a positive impact on our departments.

What a great course! You managed to make none financial individuals excited about financial principles over four days, well done!

I really enjoyed the build-up of the course, you drove the audience to get into "your world" in a very chronological way that's always kept itself down to operational reality. I felt that your points were never disconnected from the field in a conceptual and theoretical approach.

Then comes the "triggers" and the flow of principles into a relationship pattern, mechanically linked together. The know how to analyse, measure, strategic planning, forecasting, budgeting & delivering...Great stuff!!

On behalf of all my colleagues and from myself, a big thank you and a thumbs up for the job well done!!

Sincerely,

STÉPHANE FRANCHINI
Vice President, Food & Beverage, Europe
FRHI Hotels & Resorts

A handwritten signature in black ink, appearing to read 'Stéphane Franchini', is written over a horizontal line. The signature is fluid and cursive.