

TO WHOM IT MAY CONCERN

YOUR REF:

OUR REF: *KKK/mc.36(11)1*

PETALING JAYA,

23<sup>rd</sup> November 2011

**DCatalyst Sdn Bhd**

DCatalyst Sdn Bhd was appointed by Nestle to help us get better results with our e-mail communication campaigns. We were extremely glad to leverage on DCatalyst's experience from some of the good job done with clients like Telekom Malaysia, MAS and etc. DCatalyst's proprietary software enables us to send and safely delivered thousands of emails to the intended recipients expeditiously and cost effectively. For example in one of the many campaigns, e-mails were targeted based on our consumers profile and the same email content with different Subject Headers to appeal to the recipient's interest were sent out. We have since been receiving higher delivery rates and opened emails leading to better response rate.

We have a good working relationship with DCatalyst and plan to continue working with them in the foreseeable future.

Yours sincerely,

**NESTLÉ PRODUCTS SDN BHD**



**KHOO KAR KHOON**

Communications Director