

GM027/14

SANTIAGO, July 21th 2014.

To whom it may concern,

We have had the opportunity to collaborate directly with the agency EasyWei in China since year 2012 in relation to the development and implementation of an annual promotional plan in support of the distribution and launch of Chilean cherries in the Chinese market. During this project Easywei coordinated for us all the promotional activities previously defined and closely collaborating with a diverse array of key stakeholders including both retail and importer colleagues as well as public entities: such as the Chilean ProChile Office and the Chilean Embassy in China. Another important role for Easywei is to advise us and contribute their professional experience to plan and execute PR events and communication plan.

The activities undertaken where a great success and much to our delight our collaboration with this agency has proved to be an efficient and highly professional working partnership and with comprehensive experiences in strategic planning and PR services, and we would highly recommend them to any entity wishing to undertake promotional activities in the Chinese market.

Please find below their contact details.

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