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To Whom It May Concern

I met Nicole Roesler first back at her times at MONTBLANC. Since then we have accompanied her through her different leading marketing roles at Kaldewei and AXENT. Nicole shares vividly our mission to foster the role of design, brand and innovation as key success factors of leadership in all industries.

Countless awards testify her power of implementation and efficiency of branding strategies. To name just one, she won over the jury for the outstanding branding and design strategy of Chinese bathroom manufacturer AXENT. She facilitated AXENT's market entry in Europe through a consistent branding strategy that helped position the brand in the luxury segment off the cuff.

In 2016, AXENT has become a member of the German Design Council. We benefitted from her Great network in Asia and market knowledge when opening a branch office in Shanghai in 2018.

In various occasions, I had the opportunity to observe Nicole's high command of political sensitivity and acute foresight. I know Nicole as a strongly assertive person with strong leadership skills. She has a keen feeling for networks and brand positioning in the global sphere. In 2018, we shared an event during Salone del Mobile in Milan with AXENT, which once again proved her top brand strategist and networking skills.

I can recommend Nicole to any company that needs a strong design management and brand mission to foster its industry leadership.

Sincerely,



Lutz Dietzold
Managing Director