



August 31, 2017

Letter of Reference

Ms. Nina Sissel Lucka, born on 11th July 1995, was employed by our company from 15th February 2017 until 17th June 2017 as a working-student and in addition from 19th June 2017 until 30th August 2017 as a Supply Chain Management Intern for the Communications Team in our EMEA Headquarter in Frankfurt.

DJI is a global leader in developing and manufacturing civilian drones and aerial imaging technology for personal and professional use. DJI's global operations span across the Americas, Europe and Asia, and its revolutionary products and solutions have been chosen by customers in over 100 countries for applications in filmmaking, construction, emergency response, agriculture, conservation and many other industries.

During her employment with DJI, Ms. Nina Sissel Lucka's main responsibilities were:

- Analyzing the impact of European regulations for DJI and the UAV sector
- Research about relevant European laws, regulations within privacy and security rights that may influence production and sales of DJI drones in Europe
- Supporting partnerships with numerous research institutes and top-tier academic institutions to enable the future involvement of DJI in several projects
- Development and implementation of an enhanced inventory system by gathering necessary information to enable informed decisions that created a greater overview and value for DJI Europe, especially in logistics
- Management of logistic activities to minimize costs of shipments and to optimize the effective and efficient usage of storage facilities for the Communications Team
- Research and support for the establishment of a corporate CSR culture within the organizations
- Benchmarking sales effects of CSR activities of multinational technology corporations. Results were presented to Headquarters in Shenzhen
- Providing content writing and editing management support for the EMEA Marketing Team such as drafting press releases, user guides and online marketing support. These tasks entailed working with several teams including the Events- and American Communications Team



- Managing external communications and maintaining relationships with clients by providing support, information and of specific products
- Supporting the European Communications Team with regular administrative tasks such as maintaining the DJI online newsroom

Ms. Nina Sissel Lucka is a bright and charismatic individual who familiarized herself quickly with her position supporting the EMEA Team and associated tasks. She has an efficient work style and shows a high level of initiative, even in difficult situations and under time pressure. It was evident that her previous academic and practical experience helped during her work at DJI, providing a foundation to build on. Furthermore, Ms. Lucka made a great contribution to our company supporting not only Communications colleagues but the wider DJI Team. Her behavior towards managers and colleagues was always exemplary.

Ms. Lucka passion for gaining a deep insight into the UAV industry was apparent. By raising well-reflected questions, she showed interest and curiosity to get relevant information helping her to understand ongoing internal projects, processes and strategies.

She performed all her duties and assignments in a timely manner, with a high level of professionalism, a minimum of supervision and to our complete satisfaction. Having fully met our expectations, I would have no difficulty in recommending her as a valuable employee for any company.

We wish Ms. Lucka the best for her future endeavors.

Aug 25, 2014

Date

Martin Brandenburg
Managing Director