



REFERENCE LETTER

Berlin, 19.09.2024

Mr. Lucas Mestemacher Pinheiro, born on **10.05.1989**, worked at Grover Group GmbH as **Film & Content Producer** from **01.08.2016** until **31.10.2024**.

Grover is a successful, quickly scaling German start-up with its "Product-as-a-Service" business model, with 450+ employees, strong growth rates and a total financing volume in excess of 1 billion euros.

As the European market leader in rental commerce for consumer electronics, Grover currently rents over 2,000 tech products to private and corporate customers on a monthly basis. Grover breaks the traditional link between ownership and use, and enables more people to access the latest and best technology. Grover is also a pioneer of the circular economy: With its circular rental model, Grover reduces electronic waste and promotes the resource-saving use of technology. Thanks to the cooperation with the largest European electronics dealers, Grover has been able to establish itself as a constant in the technology and electronics sector in a short time and enrich it with the "Access over Ownership" approach.

The following activities were part of **Mr. Lucas Mestemacher Pinheiro's** responsibilities at Grover:

- Led the establishment and organization of processes for Grover's Social Media, Marketing, and Multimedia Production teams, managing high-end content production across audio, video, and photography.
- Delivered Grover's TVC campaigns and photography advertisements, handling production, shooting, editing, and distribution strategy in collaboration with the marketing team, and managed all studio production and maintenance.
- Took ownership of creative projects, ensuring on-time and on-budget delivery while managing paperwork, budgets, and stakeholder communication, all in a high-paced environment with a calm approach to urgent matters.

Mr. Lucas Mestemacher Pinheiro impressed us with his comprehensive, versatile and exceptionally specialized knowledge, which he used at all times with confidence and purpose. Thanks to his distinguished analytical skills and insights, he was consistently able to grasp even the most difficult situations immediately and accurately and find the most desirable solution for all parties involved, while keeping Grover's tone and voice at the forefront.

Mr. Lucas Mestemacher Pinheiro always demonstrated a high degree of initiative and committed fully to his tasks and responsibilities. Moreso, he did so with great enthusiasm and positivity.

Even facing ever changing working conditions and (at times) intimidating time pressure, he

handled all tasks with poise and consistently delivered great results. Throughout his time at Grover, **Mr. Lucas Mestemacher Pinheiro** always balanced independent work and teamwork, handling both with utmost care and flexibility. Not only did he find excellent solutions to many challenges, but all solutions were successfully implemented and achieved excellent results.

Mr. Lucas Mestemacher Pinheiro was always a warm and balanced presence for his colleagues, he was always unfailingly friendly, sociable and kind to his teammates. His behaviour, actions, and words promoted strong cooperation and a wonderful team environment. His behaviour towards management, colleagues and customers is, in all ways, beyond reproach and something we should all aspire to.

Mr. Lucas Mestemacher Pinheiro is leaving our company on **31.10.2024**.

His departure is a great loss for the company. We would like to thank him for his consistently excellent performance and wish him continued success and all the best for the future, both professionally and privately.



Mirya Fischer
HR Lead
Grover Group GmbH