



1412 Broadway Avenue, Fl 21, New York, NY 10018 · [www.extern.com](http://www.extern.com)

November 7, 2024

Dear Abhishek Saraf:

We are writing to formally confirm your successful completion of the externship, facilitated by Extern. We appreciate your ardent effort and contribution as a Consumer Insights and Market Intelligence Extern with Beats by Dre!

During your externship, you demonstrated exceptional dedication and skill in fulfilling your assigned duties. These included:

- Get familiarized with Beats by Dr. Dre's vision, mission, and brand philosophy.
- Learn about the terms and concepts in branding and marketing
- Research and identify macro consumer trends among GenZ
- Learn and practice using various methods of data collection like surveys, interviews, etc.
- Conduct a brand and communication sentiment analysis
- Analyze Beats brand positioning and compare it to competitors
- Create and deliver a compelling presentation showcasing insights on how Beats can connect meaningfully with GenZ..

Your externship spanned from September 30, 2024, to October 28, 2024, during which you worked diligently for 10 hours per week. Although this position was unpaid, your contributions were invaluable, and your commitment was commendable.

Extern has worked closely with Beats by Dre to ensure that your externship is not only professionally enriching but also structured to provide practical, real-world experience. The support and coaching provided by your Extern Program Manager were designed to supplement your learning and ensure well-rounded professional development.

We are confident that the skills and knowledge you have acquired during this externship will significantly benefit your future career endeavors. Your performance has been outstanding, and we are proud to have had you in our program.

Thank you for your hard work and dedication. We wish you continued success in all your future pursuits.

Sincerely,

A handwritten signature in black ink that reads 'Matthew Wilkerson'. The signature is fluid and cursive, written over a light blue horizontal line.

Name: Matt Wilkerson, CEO

Date: November 7, 2024