

To Whom It May Concern,

I am pleased to write this letter of recommendation in support of Mark Alameel's application for a position at your firm.

I hired Mark in early 2024 to join Uniden America as our first in-house marketing and eCommerce expert in well over a decade. Since then, I've worked with him extensively to brainstorm direction and observed his impact across a wide range of initiatives.

Mark's primary task was to create a unified brand, define the marketing function and build a successful eCommerce platform. This required him to build internal capabilities in areas such as social media strategy, visual and graphic design, and the modernization of our product packaging. Each of these projects presented unique challenges, especially within the context of a global company headquartered in Japan. Mark demonstrated a strong ability to navigate cross-functional demands and establish efficient workflows that aligned with both regional and global objectives.

What truly set Mark apart was his willingness to take the time to understand our market, products, and customer base, and consistently aligned his efforts with our broader growth goals. He brought not only expertise and rigor but also a thoughtful approach to problem-solving and innovation while educating other team members as to why the approach made sense.

Due to internal confidentiality policies, I am limited in the specific details I can share in this letter. However, I can confidently and enthusiastically endorse Mark based on the quality and impact of the work he delivered for our organization.

Should you wish to discuss Mark's qualifications in more detail, please feel free to contact him directly to obtain my contact information.

Sincerely,



Jon Bergen

Global Chief Financial Officer Uniden Holdings (Tokyo)  
Chief Operating Officer, Cornwall Capital Management LP (PE sponsor of Uniden)