

LETTER OF REFERENCE

NOW Transforming Hospitality GmbH retained the services of Milagro Interactive in 2016, a year before the launch of the itmustbeNOW.com platform. In addition to their proven professional qualifications, it was important to us that we have shared values since NOW is a BCorp Certified company and a Force for Good legacy project.

Milagro's team for itmustbeNOW.com includes Bharat Sidhu and a senior team who handles the day to day account management. They are professional, knowledgeable, a good sounding board for our out-of-the-box ideas, supportive and very patient. Most important, they have integrity, care about people and planet, and keep us focused on our revenue model and building value to our platform and our brand.

Milagro has been involved in the brand identity design, web design & portal (solution) development, collateral design, digital marketing, maintenance of itmustbeNOW.com, and training of NOW Marketing Manager on technology.

itmustbeNOW.com is a bold movement to advance sustainability with accountability and transparency in the travel industry. We have two purposes - our priority is the traveler and we are growing a global community who believe that travelers and the travel industry have a responsibility to be a Force for Good; and our secondary purpose is to fundamentally change attitudes and behavior within the travel industry starting with the hotel sector by raising the bar on accountability and transparency.

Needless to say, itmustbeNOW.com require extensive digital design updates every year and support of innovations and initiatives to engage all generations of travelers, specially Gen Y&Z, and galvanizing an industry that is lagging behind in accountable sustainability.

Bharat Sidhu is also a valued member of the Advisory Board of itmustbeNOW.com. NOW founders are based in Switzerland and Toronto, with other support teams in London, Berlin and New York; and the core team meet every month digitally with the Milagro team and with Bharat at least twice per year or more in person in London ... with the exception of 2020 due to Covid-19.

For any further inquiries, feel free to connect with me.

Alexa Poortier