



Intermediary Job Reference for:

Justin Smith, born 05.06.1983

Monetas is a start up company in the FinTech industry and has been developing a truly innovative transaction platform based on cryptofinance technology. Monetas offers the most advanced platform, based on which any kind of assets or contracts can be issued digitally and traded globally faster, cheaper and safer than with any other system. Monetas licenses its software to central banks, commercial banks, and mobile network operators looking to deliver the most efficient mobile financial services.

Justin Smith started working for Monetas May 1st, 2015, in the Marketing Department as:

Product Manager

In this role he was reporting to the Chief Marketing Officer and had the following tasks and responsibilities:

- To ensure that Monetas' products and services are developed at maximum customer and partner benefit
- To develop (in collaboration with the partner manager) market radar to allow that Monetas' product and services are ahead of market changes and competitors
- To develop product strategy and definitions along internal/external, competitive/environmental factors.
- To own and develop customer facing product documentation and communication (value proposition, business description of use cases, interfaces etc.) via all relevant channels (website, blogs, social media, events etc)
- To contribute to pre-sales, project, after-sales tasks
- To provide product training to partners (if not covered elsewhere)
- Communication and alignment of business requirements and user and customer processes with engineering
- To act as a first point of contact /support for all questions related to the products of Monetas
- To develop product management KPI dashboard

We are very pleased to give Justin a testimonial of a very effective and result-oriented manager in the marketing department. He performs his tasks with great enthusiasm, personal commitment and competence. He is very skilled in analyzing customer needs and developing creative solutions to satisfy them.

Justin has been adopting an excellent know how in the FinTech industry, in particular of distributed ledger and other cryptofinance technologies. He has always been eager to stay on top of an extremely dynamic market and technological environment and to bring all his learnings into his daily work at Monetas.

Justin communicates easily with internal and external stakeholders in a proactive manner. We like to mention especially his ability and readiness to help out whenever and wherever his broad based skills are required. In order to constantly improve performance he is ready to challenge the status quo, offers his clear opinion and is very open to new ideas. Justin continues to exceed our high expectations and shall continue to work towards the fast expansion of the company.

This intermediary job reference was issued due to his line manager leaving the company. We are very much looking forward to a long term cooperation with Justin and wish him all the best for his professional and private future.

Monetas AG

Vitus Ammann
Chief Marketing Officer

Johann Gevers
Founder and CEO

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