

NICCOLO  
CHANGSHA

21<sup>st</sup> May 2019

**To Whom It May Concern:**

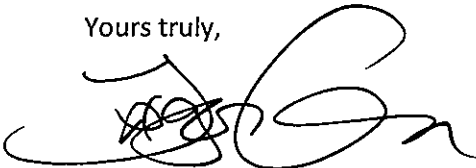
Recommendation Letter for Barry White

Barry White and **WHITE Spa | Fitness | Wellness** helped the preopening setup, training and guidance of the team at Niccolo Changsha and The Spa at Niccolo to achieve a very successful opening. We were delighted to partner with Barry White joining our preopening effort resulting in immediate positive cash flow and business growth. Throughout the exchanges and meetings that we had with him we were able to take advantage of his wealth of knowledge and long earned expertise in how to effectively position, market and promote a successful Spa and Wellness Center operation. This included hands-on recommendation, guidance and physical presence during the opening period as well as tailored training and proposals on which products and partners we were recommended to work with.

The most powerful and most effective takeaways were without a doubt the structure, the reporting systems and the one on one coaching with our spa team that was offered. This was tremendously powerful and it effectively set us on a path of success that is benefitting us financially by consistently exceeding financial benchmarks and budget.

We are grateful for the help, assistance and professional attitude provided by Barry White. Without his involvement we would not have been as progressed in our development phase as we are today.

Yours truly,



Jørgen Christensen  
General Manager  
NICCOLO CHANGSHA  
Jorgen.Christensen@niccolohotels.com