

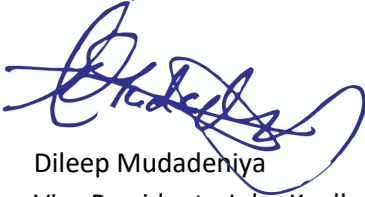
10th June 2020

Re: Heria eu, Letter of recommendation

To whom it may concern:

Heria was commissioned by Cinnamon Hotels and Resorts in March 2020 after referring to one of the research reports that they have published on Instagrammability for the hospitality sector. The project scope was to conduct a study on how to make our properties more instagrammable enabling our brand to create more user generate content. The Heria team conducted an audit in two of our resort properties and delivered a comprehensive report which covers a brand level analysis along with property level recommendations. The overall study brought forward many creative solutions that the brand can benefit. Heria team has collaboratively delivered a commendable project for Cinnamon putting theories into practice.

Sincerely,



Dileep Mudadeniya

Vice President - John Keells Group

Head of Brand Marketing - Cinnamon Hotels & Resorts