

Altai Consulting,
11 bis rue de Milan,
75009 Paris, FRANCE

Paris, April 11th 2023

To whom it may concern

Altai Consulting is an international research and consulting company headquartered in Paris, FRANCE.

As part of its activities in Eastern Europe and notably Ukraine, Altai Consulting worked with ADASTRA, to provide research services in Ukraine.

Examples of project conducted by ADASTRA for Altai Consulting include a research with Ukrainian households with children, to test the content of 5 short action films related to Ukrainian cultural identity. ADASTRA interviewed 50 caregivers of children to understand how they perceived the videos and their content (importance, relatability for the child, liking of the characters, etc.).

ADASTRA's main tasks included:

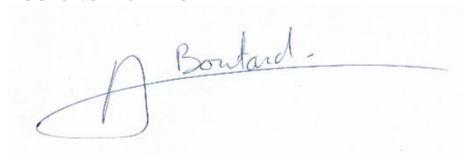
- Recruiting Ukrainian households as per the criteria provided by Altai (location, gender of the children, etc.)
- Coordinating with the households to send them the videos, have them watch the videos and set-up an interview
- Conducting interviews with households (in Ukrainian)
- Drafting transcripts of the interviews (in English) and entering data into a pre-coded Excel template
- Providing insights on the Ukrainian context and the research results to the Altai team

We were highly impressed by the conscientious and responsible manner which ADASTRA demonstrated during this project. The ADASTRA team was always very committed to its tasks and delivered the project beyond our expectations. In addition, the team proved very flexible and delivered all project deliverables on time.

We will continue to work with ADASTRA in the future for our projects in Ukraine and wish the team all the best for ADASTRA's future developments.

Alizée BOUTARD GEZE

Director – Altai Consulting
aboutard@altaiconsulting.com
+33 6 79 26 42 84



ALTAI

Siège Social : 11 bis, rue de Milan
75009 Paris
SAS au capital de 39,000 Euros
RCS Paris : 504 971 722