

Reference Letter

Ms. Sophie Louise Maria Engelhart, born on February 13, 1997, has been working for TikTok Germany GmbH since June 1, 2022.

TikTok is the leading platform for short videos on the smartphone. Our mission is to enrich and inspire people's lives by being a home for our users' creativity and providing them with an authentic, joyful and positive experience. TikTok has locations worldwide, including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul and Tokyo.

Sophie Louise Maria Engelhart most recently worked as Client Solutions Manager for TikTok Germany GmbH. In her work, she was primarily entrusted with the following tasks:

- Strategic Client & Account Leadership:
 - Managing a portfolio of key technology client, driving holistic platform strategies, and strengthening long-term relationships through a consultative and data-driven approach that delivered measurable business impact.
- Product & Go-to-Market Excellence:
 - Owning and executing the go-to-market strategy for new advertising and branding products, including the launch and EU-wide scale-up of TikTok's LIVE product. Managing complex sponsorships, content programs, and campaign operations to ensure timely delivery and optimization of client outcomes.
- Innovation & Thought Leadership:
 - Acting as a trusted advisor to senior stakeholders, representing the company at industry events. Contributing to the company's positioning as a leader in creative, cross-media, and AI-driven marketing innovation.
- Cross-Functional & Technical Enablement:
 - Collaborating with international product, engineering, and creative teams to develop scalable advertising solutions. Translating alpha and beta innovations into market-ready strategies that enhanced client performance and platform growth.
- Culture, Inclusion & Industry Impact:
 - Supporting internal culture and inclusion initiatives through leadership in employee resource groups, fostering allyship and engagement across teams.
 - Leading AI-focused education and enablement programs to help industry partners apply emerging technologies for creativity, targeting, and campaign innovation.

Ms. Engelhart has very well-founded, good specialist knowledge, which she always makes available to our company in a profitable manner.

She successfully keeps her good professional knowledge up to date through self-initiated and regular attendance of continuing education events. Due to her very quick comprehension, she swiftly familiarizes herself with new areas of responsibility and also fully penetrates complex issues.

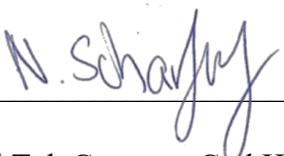
Ms. Engelhart shows a high level of initiative at all times and fully identifies with her tasks and our Engelhart without exception, while also impressing with her very high level of commitment. She always proves to be highly resilient even in high workload situations.

She carries out all tasks completely independently, very carefully and thoughtfully. She always acts in a calm, considered, goal-oriented and highly precise manner. In doing so, she always convinces in a good way both qualitatively and quantitatively. Ms. Engelhart is reliable to a high degree. Even for difficult problems, she finds very effective solutions, which she successfully puts into practice and thus always achieves good work results.

Moreover, Ms. Engelhart's performance is fully appreciated at all times and in all respects. She is held in high esteem by everyone because of her friendly and even-tempered nature. She is helpful, courteous and, if necessary, puts personal interests aside. In addition, her behavior towards superiors, colleagues and customers is without exception impeccable.

We are happy to prepare this interim reference letter in accordance with Sophie Louise Maria Engelhart's request. At the same time, we would like to take this opportunity to thank her for her activities in our company to date and look forward to working with her in the future.

Berlin, November 18, 2025



TikTok Germany GmbH

Natalie Scharfenberg

HR Operations Lifecycle Team Lead - Central & Eastern Europe