



## GENERAL MILLS ISRAEL

August 02<sup>nd</sup>, 2011

### Endorsement

Dear Sir, Madam,

General Mills is a Fortune 500 company and one of the world's largest food companies, with a market cap of \$25.2 billion and an annual turnover of \$14.7 billion. Its brands includes: Haagen Dazs, Nature Valley, Pillsbury, Yoplait, Cheerios and dozens more.

As an innovative and as part of our ongoing efforts to increase efficiency and improve service and support with customers, we held a workshop in early 2010 that included six months working with the leadership team led by Mr. Nir Ben Lavi. The process concentrated on implementing the Predictive Profiling methodology in our internal company work processes, as well as our constant efforts to better connect to our customers so we can provide them with excellent service and support.

Through the course of a six-month process, Mr. Ben Lavi guided us through the implementation process of the Predictive Profiling methodology, by leading a series of workshops followed by work in smaller teams, with his guidance, and on-site coaching sessions. Mr. Ben Lavi proved to be not only an excellent facilitator, but also a true professional.

We would not hesitate to recommend Mr. Ben Lavi to any organization looking to greatly enhance and improve excellence.

Please do not hesitate to contact us for any further information.

Sincerely,  
  
Danny Nagel, General Manager  
General Mills Israel Ltd.

