



Jinny Beauty Supply Co., Inc.
jinny.com dreamworldproducts.com jbshair.com

September 30th, 2022

To Whom It May Concern:

I met Vincent in 2016 and retained his consulting services to help our purchasing department better understand how to properly forecast for our retail customers who sold online. Forecasting for these customers was difficult due to their erratic buying behaviors. By analyzing and tracking how our tens of thousands of products performed on Amazon, Vincent was able to help us become proactive instead of reactive, vastly improving our in-stock ratio and greatly minimizing our overstock levels.

Vincent came to me a short time later proposing that he start an online company, Box Beauty, that would exclusively sell my company's products. That in exchange for a healthy credit line, competitive prices, and an ability to integrate with our back end computer systems, his company could do significant business with us, while even further reducing our overstock. Box Beauty's business model would be to predominantly purchase products from us only after they had already been sold. Vincent quickly followed through on his plan and Box Beauty quickly became one of our top customers.

In late 2020, Box Beauty had already grossed over \$25 million in sales. This proved to me that his business was a success and we eventually came to terms on my purchase of the company. Included in the purchase agreement, Vincent was required to work for Jinny Beauty Supply as Director of E-commerce. In this role, he transferred all of his working knowledge of Box Beauty and led the efforts to rebrand BoxBeauty.com into our own new e-commerce website.

Vincent also modernized many other areas of my company. He has an uncanny ability to break down technical projects in a way where I could better understand. Vincent helped increase the adoption and utilization of our new ERP system, reduced the number of integrations needed, and improved our B2B mobile applications and retail store POS system.

Vincent has done a tremendous job over the last six years and I am certain he will be successful at whatever he chooses to do next.

Sincerely,

Eddie Jhin
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