



**Edward Florence**

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To Whom it May Concern:

I am Ted Florence, former owner of Blue Marble Graphics and Avenza Systems. I have known and worked with Patrick Cunningham for over 20 years since I purchased Blue Marble Geographics in 2004.

When I purchased Blue Marble in 2004, I immediately promoted Patrick to CEO. As an absentee owner; I live in Canada; it was extremely important that I find and install local leadership who could keep the team together and engaged and also work with me to carry out my vision for growth and success.

As CEO of Blue Marble, Patrick reported directly to me. Together, Patrick and I grew Blue Marble, acquired another company which we merged with Blue Marble, and grew the combined entity which we sold to private equity in early 2025.

During our time working together Patrick had opportunities to participate in all aspects of the company's growth and operations, including product innovation and planning, office re-location and real-estate purchases, tax preparation, hiring, international growth and expansion and much more.

Under Patrick's leadership the company grew over ten-fold in both headcount and revenue, new products and innovations were developed and successfully marketed and sold and the company's position and notoriety within the industry became much more prominent.

Patrick made it very easy for me to own and operate a company from abroad and make it into the tremendous success it became before we sold it.

I have always found Patrick to be a dedicated, trustworthy and hardworking leader and innovator with excellent industry and business knowledge and acumen.

Patrick would be an excellent addition to your leadership team.

Feel free to reach out to me if you have any questions.

Regards and thanks

A handwritten signature in black ink, appearing to be 'Ted Florence', with a long, sweeping horizontal line extending to the right.

Ted