

10 January 2022

Professor Dr Mudiarasan Kuppusamy  
Dean, Faculty of Business and Technology  
University of Cyberjaya  
Persiaran Bestari, Cyber 11, 63000 Cyberjaya  
Selangor, MALAYSIA

Dear Professor Dr Mudiarasan

Research Collaboration with University of Cyberjaya: Data Privacy Value to Business Performance in Bangladesh

Pursuant to our recent conversations, we are pleased to inform you that Enter Software and Equity Ltd of Bangladesh is keen to collaborate with your university in conducting the above-titled research.

In place of the growing interest in the value of data privacy as an intangible asset, we are happy to support the conduct of the research in the following way:

- Identifying and engaging with the required sample respondents in Bangladesh
- Provide expert inputs to the study's progress
- Providing the local resources support where necessary

As a local technology providing corporation, we look forward to working with your research team toward achieving the objectives of this research. We foresee our collaboration to bear fruitful outcomes.

Yours sincerely,



Abu Sayeed Ahmed  
Managing Director