

Classification: **Confidential**

Hi Mat,

We had a kick-off call on the Quintessentially Platinum program this morning (see attached presentation).

We need to nominate US clients for this program (total of 100 clients globally will be selected); in the US the clients should meet the criteria below (see page 18 of the attached document):

- Net worth >\$500m
- AuM with AWM >\$50m
- Annual revenue potential >\$1m
- On-boarded on KCP

Could you please send me the list of on-boarded KCP clients, AuM with us, and 2014 revenue (or any estimate of annualized revenue potential)? Based on that list I will filter the ones that meet the criteria above so that we can have a discussion on who should be nominated.

Thanks,
Diego

From: Alexander Maresch

Sent: Wednesday, December 17, 2014 10:02 AM

To: David Kroell; Diego Galan; Uwe Bork; Anurag Mahesh; Samantha Gruendler; Frank Schafft; Mark Smallwood

Cc: Michele Faissola; Haig Ariyan; Chip Packard; Joachim Haeger; Marco Bizzozero; Ravi Raju; Liza Ding; Tanja Kocher; Kate Makuen; Alexandra Vitt-Krauss; Michaela Luhmann; Kristin Kulik-Peters; Dario Schiraldi; Gregor Guggisberg; Caroline Kitidis

Subject: Quintessentially Platinum - coming soon. Your support required. [C]

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All,

you were nominated by the regional GMT Heads to support the rollout of our new client retention and acquisition program Quintessentially Platinum.

After several months of preparation, we have obtained all approvals, closed the deal and are now preparing the rollout of the program. Proper client nomination as well as indepth staff training are crucial elements of the rollout as well as success factors for the program. The initiative offers our clients very individual services that will help strengthen important relationships. Another component of the cooperation consists of new event activities per region providing our organisation with new ways of access to clients and prospects alike.

The close cooperation between all involved parties internally as well as with Quintessentially will be essential in establishing the program and making it a success.

Attached you find comprehensive information on the program; please start start preparing the client selection for your region specifically. We will shortly set-up a kick-off call for the 2nd week of January to go through all details, determine the nomination criteria and next steps.

(See attached file: Quintessentially - Kick_off.pptx)

Please devote your fullest attention to this strategic initiative. Looking forward working with you on making this a successful initiative.

Alexander Michaela