

Subject: Re: Quintessentially Platinum - coming soon. Your support required.

[C]

From: Chip Packard <[REDACTED]>

Date: Sun, 25 Jan 2015 16:03:47 -0500

To: Diego Galan <[REDACTED]> ,

Haig Ariyan <[REDACTED]>

Cc: Caroline Kitidis <[REDACTED]> ,

Mathew Negus <[REDACTED]>

Classification: Confidential

Quick question: I don't see any LatAm names, where are they included?

I went through the list and want to make the following changes:

Delete the following names: Kaiser, Templeton, Houchens, Dorrance, Anschutz, Brenninkmeijer, Deccan, RAWA, McGraw, West and Scripps

I would add: Scott Malkin

I'm concerned about getting people to the early Wed am VC with this storm coming in. Will reach out to Alexander to let him know we may need to reschedule the Americas call.

Chip Packard
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From: Diego Galan

Sent: Saturday, January 24, 2015 01:25 PM

To: Chip Packard; Haig Ariyan

Cc: Caroline Kitidis; Mathew Negus

Subject: RE: Quintessentially Platinum - coming soon. Your support required.

[C]

Classification: Confidential

Chip / Haig,

Based on the file, there are 61 clients and 9 prospects identified as potential participants. See below the USBP Bankers / PCS brokers covering these relationships and number of clients / prospects.

Do you want to invite all the bankers / CAs below to the call on Wednesday?

Thanks,

Diego

1) USBP bankers and number of clients / prospects

Sohrab/Mullin	7	
Jensen/Shaw	6	
Convey/Marson/Moore		6
McCarthy/Rodin		5
Mary Ann Coleman	5	
Rosemary Vrablic		4
Paller/Gray	4	
George Zahringer		4
Paul Morris	2	
Jacoby/Westhoff/King	2	
Susan Burnett	2	
Herlihy/Lok	2	
Daulton/Webster		1
Terrence Tangney		1
Russ Daulton	1	
Loudenslager/Robertson		1

Ed Finley 1
McCarthy 1
Ed Lok 1

2) PCS CAs and number of clients / prospects

Rod Mckay 2
John Tonzola 2
Sanjan Dhody 2
Brad LaConte 1
Robert Leidy / McCluskey 1
Liz Schreiber 1
Bill Grous 1
Ed Maier/Jeff Neal 1
Tony Fagella 1
Hassan/Germann 1
Bill Furber 1
Jim Fink 1

From: Mathew Negus
Sent: Friday, January 23, 2015 11:02 AM
To: Diego Galan; Caroline Kitidis; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
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Classification: Confidential

Barry Sternlicht (JAWS)

Loeb

Wilbur Ross

Epstein

Merkin

Burkle

TOMS

Wanek (Thirdlake)

Kind regards,

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From: Diego Galan
Sent: Friday, January 23, 2015 10:44 AM
To: Mathew Negus; Caroline Kitidis; Chip Packard

Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Thanks Mat – could you please highlight the ones that are not existing KCP clients (prospects)?

From: Mathew Negus
Sent: Friday, January 23, 2015 10:38 AM
To: Diego Galan; Caroline Kitidis; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

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From a KCP perspective it's both, not all of the clients listed have signed KCP docs.

Kind regards,

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From: Diego Galan
Sent: Friday, January 23, 2015 10:12 AM
To: Mathew Negus; Caroline Kitidis; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Thanks Mat. Are the rest of the people on the file clients, or are there some prospects?

From: Mathew Negus
Sent: Friday, January 23, 2015 10:10 AM
To: Caroline Kitidis; Diego Galan; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
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Prospect only, no a/c

Kind regards,

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From: Caroline Kitidis
Sent: Friday, January 23, 2015 10:07 AM
To: Diego Galan; Mathew Negus; Chip Packard
Cc: Haig Ariyan
Subject: Re: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

I don't believe an account open, think a prospect - Mat pls advise.

From: Diego Galan
Sent: Friday, January 23, 2015 02:39 PM
To: Mathew Negus; Caroline Kitidis; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Thanks Mat. Does Louis Bacon (Moore Capital) have an open account with us (row 55 on the file)? If so, is there any WM Banker / CA involved?

Thanks,

Diego

From: Mathew Negus
Sent: Thursday, January 22, 2015 8:48 PM
To: Caroline Kitidis; Diego Galan; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Take one.

Kind regards,

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From: Caroline Kitidis
Sent: Thursday, January 22, 2015 12:11 PM
To: Diego Galan; Mathew Negus; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

So then lets run the list by the set parameters and see how many we come up with – guessing we wont get 100 J so maybe we stop at top 50.

Kind regards,

Caroline Kitidis

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From: Diego Galan
Sent: Thursday, January 22, 2015 5:10 PM
To: Caroline Kitidis; Mathew Negus; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

I just confirmed that there is no formal cap by region yet. There are 100 spots available globally that will be allocated to the regions after the nominees by region are aggregated. Additional spots can also be purchased if needed.

From: Caroline Kitidis
Sent: Thursday, January 22, 2015 12:04 PM
To: Diego Galan; Mathew Negus; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

I believe that they allocated spots regionally...

Kind regards,

Caroline Kitidis

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From: Diego Galan
Sent: Thursday, January 22, 2015 5:04 PM
To: Mathew Negus; Caroline Kitidis; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

100 globally; no formal cap for Americas yet

From: Mathew Negus
Sent: Thursday, January 22, 2015 11:59 AM
To: Diego Galan; Caroline Kitidis; Chip Packard
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

I can send a prelim list today.

Are we capped at 25 or 40 memberships?

Kind regards,

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From: Diego Galan
Sent: Thursday, January 22, 2015 11:34 AM
To: Caroline Kitidis; Chip Packard; Mathew Negus
Cc: Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Caroline and Mat,

We need to invite the bankers that cover the relationships in the list to a meeting next Wednesday – would it be possible to get the client list before the end of day today?

Thanks,

Diego

From: Caroline Kitidis
Sent: Tuesday, January 20, 2015 6:22 PM
To: Chip Packard; Diego Galan; Mathew Negus
Cc: Haig Ariyan
Subject: Re: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

For sure, the guidelines are straightforward, its purely formulaic.

From: Chip Packard
Sent: Tuesday, January 20, 2015 10:40 PM
To: Caroline Kitidis; Diego Galan; Mathew Negus
Cc: Haig Ariyan
Subject: Re: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Let's make sure to give Haig and me time to review before submission.

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From: Caroline Kitidis
Sent: Tuesday, January 20, 2015 04:16 PM
To: Diego Galan; Mathew Negus
Cc: Chip Packard; Haig Ariyan
Subject: Re: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Diego, out of curiosity, what / who is driving this timeline?
We can run the data per the guidelines and come up w a list to review, a lot
on the docket next couple of weeks so need to manage. Tx

From: Diego Galan
Sent: Tuesday, January 20, 2015 05:56 PM
To: Mathew Negus; Caroline Kitidis
Cc: Chip Packard; Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Mat,

We need to submit the template before the end of this week.

Best,

Diego

From: Mathew Negus
Sent: Tuesday, January 20, 2015 12:10 PM
To: Diego Galan; Caroline Kitidis
Cc: Chip Packard; Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.

[C]

Classification: Confidential

Hi Diego,

We have not, when do the region nominations need to be submitted by?

I would like to review the NPA again to check the goal posts haven't moved, as some of the qualifying language in the most recent ppt suggested it has.

I plan to do that review this week.

Best, Mat

Kind regards,

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From: Diego Galan
Sent: Tuesday, January 20, 2015 10:51 AM
To: Caroline Kitidis; Mathew Negus
Cc: Chip Packard; Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Hi Caroline and Mat,

We have been asked to fill the attached template for US clients for this initiative. Have you already done this?

Thanks,

Diego

From: Caroline Kitidis
Sent: Monday, January 12, 2015 6:09 PM
To: Diego Galan; Mathew Negus
Cc: Chip Packard; Haig Ariyan
Subject: RE: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Diego, Mat did this work, he defined these metrics over the past 6months with compliance so we have this. We discussed today and I am going to review again and he will send to you to discuss. As an FYI to your last point, there is no discussion post filtering, the filter defines who gets the membership card, its formulaic no discretion.

Kind regards,

Caroline Kitidis

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From: Diego Galan
Sent: Monday, January 12, 2015 6:05 PM
To: Mathew Negus
Cc: Chip Packard; Haig Ariyan; Caroline Kitidis
Subject: FW: Quintessentially Platinum - coming soon. Your support required.
[C]

Classification: Confidential

Hi Mat,

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

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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]

Classification: Confidential

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 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

{cid:2__=4EBBF722DFDCD3588f9e8a93df9386909@db.com}

Alexander Maresch
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