

Quintessentially

TODAY()=Tuesday, January 27, 2015

Proposed criteria:

KCP 'straw man' eligibility criteria Legal Entity (RM) Count
prerequisite: whichever client falls into the framework is expected to be offered membership DBSI
COUNTIF(\$P\$23:\$P\$55,H6)=10
framework and membership review: annually DBNTC COUNTIF(\$P\$23:\$P\$55,H7)=6
potential sources of information (not limited to): KCP desk review, KCP client approval forms and US
PB and PCS client tiers DBTCA COUNTIF(\$P\$23:\$P\$55,H8)=15
Total SUM(I6:I8)=31

Quantitative

Estimated net worth: >\$500M

Estimated relationship investable assets: >\$50M

Current or estimated total revenue potential per annum: >\$1M Legend:

Qualitative 1 = Qualifies

Clients on-boarded to KCP or prospects reviewed by Key Client Review Group (KCRG) 0 = In review

Reasonable basis for prospect repeat business (>50% probability) -1 = Does not qualify

Demonstrable interest in KCP deal flow

Strength of relationship rank 1-4 (those ranked 5 are excluded pending periodic review) - 1 = strong
est, 0 = to be confirmed

Quantitative Qualitative

Client Relationship	Existing WM	or Prospect	KCP Adopted	KCP Coverage	PCS/PB	RM Coverage	
Region	Estimated Net Worth	Relationship	Investable Assets	Estimated Total Revenue	Repeat Business	Legal Entity	
a.	Strength of KCP relationship	KCP Client Profile	- KCRG				
RM	Client Qualify for Quint						
1	STERNLICHT, BARRY RELATIONSHIP	Client	Y	David Mann	PCS	Sanjan Dhody	Miam
i	>500mm >50mm >1mm	1	Y	>50% DBSI	1		
2	LOEB, DANIEL (THIRD POINT)	Client	Y	David Mann	PB	Rosemary Vrablic	
New York	>500mm >50mm >1mm	1	Y	>50% DBTCA	1		
3	PERELMAN, RONALD RELATIONSHIP	Client	n	David Mann	PB	Rosemary Vrablic	
New York	>500mm >50mm	0	n	DBTCA	0		
4	RELATIONSHIP	Client	n	David Mann	PB	Rosemary Vrablic	
New York	>500mm >50mm	0	n	DBTCA	0		
5	STEPHEN ROSS	Client	n	David Mann	PB	Rosemary Vrablic	New York
>2bn	>50mm 0	n	DBTCA	0			
6	WILBUR ROSS	Client	Y	David Mann	PCS	Robert Leidy / McCluskey	Palm
Beach	>1bn >50mm >1mm	2	n	>50% DBSI	1		
7	ART COHEN (JHAC)	Client	n	David Mann	PCS	Bill Furber	Boston >500
mm	>50mm >1mm	1	Y	>50% DBSI	0		
8	CHRIS CLINE	Client	n	David Mann	PCS	Ed Maier/Jeff Neal	Chicago >2bn
>50mm	0	n	DBSI	0			
9	DANIEL OCH	Client	n	David Mann	PCS	Sanjan Dhody	Miami >2bn >50m
m	0	n	DBSI	0			
10	JOHN CATSIMATIDIS	Client	n	David Mann	PCS	Bill Grous	New York
>10bn	>50mm >1mm	1	Y	>50% DBSI	0		
11	ELI BROAD (BROAD FOUNDATION)	Client	n	David Mann	PCS	Liz Schreiber	Los
Angeles	>5bn >50mm	2	n	>50% DBSI	0		
12	WOLFSON RELATIONSHIP	Client	n	David Mann	PB	Jensen/Shaw	New York
>500mm	>50mm >1mm	2	Y	>50% DBTCA	1		
13	MERKIN, RICHARD RELATIONSHIP	Client	Y	Tazia Smith	PB	Paller/Gray	Los
Angeles	>500mm >50mm	2	Y	DBNTC	1		
14	PALMER, GEOFFREY RELATIONSHIP	Client	n	Tazia Smith	PB	Paller/Gray	Los
Angeles	>500mm >50mm >1mm	1	Y	>50% DBNTC	0		
15	RONALD BURKLE	Client	Y	Tazia Smith	PB	Susan Burnett	Los Angeles >2bn
>50mm	>1mm	2	n	DBNTC	0		
16	LEE, THOMAS H. RELATIONSHIP	Client	n	Tazia Smith	PB	George Zahringer	
New York	>500mm >50mm	2	Y	DBTCA	0		
17	SCHOTT, STEPHEN C. RELATIONSHIP	Client	n	Tazia Smith	PB	Herlihy/Lok	San
Francisco	>500mm >50mm	0	n	DBNTC	0		
18	TSOKOPOULOS, ANGELO RELATIONSHIP	Client	n	Tazia Smith	PB	Ed Lok	San
Francisco	>500mm >50mm >1mm	2	Y	>50% DBNTC	0		
19	GOTTESMAN, NOAM RELATIONSHIP (TOMS)	Client	Y	Tazia Smith	PCS	Brad LaConte	
New York	>1bn >50mm >1mm	1	Y	>50% DBSI	1		
20	WANEK, RONALD RELATIONSHIP	Client	Y	Tazia Smith	PB	Paul Morris	New
York	>1bn >50mm >1mm	2	n	DBTCA	1		
21	GOFF, JOHN RELATIONSHIP	Client	n	Tazia Smith	PB	George Zahringer	New
York	>1bn >50mm	0	n	DBTCA	0		
22	MURDOCH, RICHARD RELATIONSHIP	Client	n	Tazia Smith	PB	Paller/Gray	Los
Angeles	>1bn >50mm	0	n	DBNTC	0		
23	CAMBAY GROUP RELATIONSHIP	Client	n	Thomas Ororke	PB	Jacoby/Westhoff/King	
Chicago	>500mm >50mm >1mm	1	Y	>50% DBTCA	0		
24	KOCH, CHARLES RELATIONSHIP	Client	n	Thomas Ororke	PB	McCarthy/Rodin	Chic
ago	>500mm >50mm >1mm	0	Y	>50% DBTCA	0		
25	ARNOLD, JOHN RELATIONSHIP (CENTAURUS)	Client	Y	Thomas Ororke	PCS	Jim Fink	
Greenwich	>500mm >50mm >1mm	1	Y	>50% DBSI	1		
26	IZMIRLIAN FAMILY RELATIONSHIP	Client	n	Thomas Ororke	PB	Sohrab/Mullin	New
York	>500mm >50mm >1mm	2	Y	>50% DBTCA	0		
27	NAZARIAN FAMILY RELATIONSHIP	Client	n	Thomas Ororke	PCS	Tony Fagella	Gree

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