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To: Jeffrey Epstein <jeevacation@gmail.com>

Subject: FW: Update for Southern Trust

Date: Tue, 25 Aug 2015 20:53:27 +0000

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From: "[REDACTED]" <[REDACTED]>

Date: Tuesday, August 25, 2015 at 4:21 PM

To: "Richard com" <[REDACTED]>, Darren Indyke <[REDACTED]>

Subject: FW: Update for Southern Trust

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From: Andrew Altersohn <[REDACTED]>

Date: Tuesday, August 25, 2015 at 2:56 PM

To: "[REDACTED]" <[REDACTED]>

Subject: Update for Southern Trust

David - here is the most recent update...

I know I sent an update a few weeks ago, but want to keep you all in the loop on the Study and other developments.

We are continuing to get a lot of interest for the Study from major brands via our partners at the ANA and Ebiquity. This week, we had Bank of America, and MillerCoors agree to join (pending legal review of the participation agreement), and had strong interest from Dell, State Farm, Warner Brothers, USAA and La Quinta Hotels. And we got a documents finalized with TURN which should allow us to start to get data for Kia! Its definitely a process and there are still roadblocks in our way (e.g., Xasis refused to provide data for Temper Sealy), but slowly we are making progress on all fronts. Details below.

Also...

- Huddled Masses (Trading Desk) - we continue to ingest HM data and hope to soon have it available for HM to bring to their clients. This should lead to rev-share or some deal with HM for 2016
- Media Assembly (MDC agency) is reviewing our MSA to potentially start sending us their data for their clients...possibly for study and potentially just to leverage AD/FIN internally
- Horizon Media (Independent Agency) is very interested in partnership opportunities...looking at MSA...which could lead to them leveraging AD/FIN for paying clients in 2016
- Empower Media (Independent Agency) is very interested in partnership opportunities...talking next week
- LabMatik (consultancy) has introduced us to their largest client Listrak...meeting went great...Listrak considering trial of AD/FIN in 2015

- Finalizing a commission based deal with consultancy Tomorro to incentive them to sell in AD/FIN to clients
- and continued dialogue and pursuit with Nielsen/eXelate, IAS, DV, WhiteOps, AdYapper, SMI, MEC, MassXchange, etc...

Speaking...

- We are participating in the Media Technology Summit in Las Vegas Sept 9-10...we will be hosting a roundtable on programmatic financial transparency
- I am also speaking on Sept 15th to the ANA's West Coast Financial management committee in LA...hope to recruit brands for study or AD/FIN beta

Plus...

- MDC Ventures is highly considering an investment into AD/FIN...should know more soon
- Continue to meet Agent/Bankers to potentially assist with funding raise in 2016

All this puts pressure on the team, so we are working hard to get the tools ready to ingest and analyze all this data as well as looking for a few additional hires for Q3/Q4...Engineer, Platform/Product lead, Data Scientist...any leads are welcome.

AA

Brands	STATUS = 0: Signed Agreement/kick off held or scheduled, 1: Want to participate but can't, 2: Agreement In Process, 3: Interested call held or scheduled, 4: No Response, 5: Declined, 6: Want to participate but can't	CHALLENGES = 1:Privacy 2: Technical, 3: Legal, 4: Internal 5: Non-disclosed trading desk
Clorox	0. Signed Agreement / kick off held or scheduled	
Luxottica	0. Signed Agreement / kick off held or scheduled	
IKEA	0. Signed Agreement / kick off held or scheduled	5. Non-disclosed trading desk
Walmart	0. Signed Agreement / kick off held or scheduled	
Tempur-Sealy	1. Want to participate but can't	5: Non-disclosed trading desk
Kia	2. Agreement in process	3: Legal
Hyundai	2. Agreement in Process	4: Internal
Miller Coors	2: Agreement In Process	3: Legal
GM	2: Agreement In Process	3: Legal
JC Penney	2: Agreement In Process	3: Legal
Honda/Acura	2: Agreement In Process	
Bank of America	2: Agreement In Process	
State Farm	3: Interested / call held or scheduled	
Pepsi	3: Interested / call held or scheduled	
Ford	3: Interested / call held or scheduled	
TD Ameritrade	3: Interested / call held or scheduled	
Nissan	3: Interested / call held or scheduled	1: Privacy/Security
Infiniti	2: Agreement in process	1: Privacy/Security
Dell	3: Interested / call held or scheduled	
Audi	3: Interested / call held or scheduled	
Arby's	3: Interested / call held or scheduled	
Sony Pictures	3: Interested / call held or scheduled	
American Express	3: Interested / call held or scheduled	
Toyota	3: Interested / call held or scheduled	
Unilever	3: Interested / call held or scheduled	
Warner Bros	3: Interested / call held or scheduled	
Kellogg	3: Interested / call held or scheduled	1: Privacy
La Quinta Inns and Suites	3: Interested / call held or scheduled	
Hasbro	3: Interested / call held or scheduled	
Miller Coors	3: Interested / call held or scheduled	
USAA	3: Interested / call held or scheduled	
Pernod Ricard	3: Interested / call held or scheduled	
L'Oreal	4: No Response	
Mastercard	4: No Response	
Heineken	4: No Response	
Genentech	4: No Response	
Remy Martin	4: No Response	

Fiat Chrysler Automobiles	4: No Response
ABC	5: Declined
Pfizer	5: Declined
Colgate-Palmolive Co.	5: Declined
GAP	5: Declined
J&J	5: Declined
Novartis / GSK	5: Declined
Subway	5: Declined
Shell	6. Wants to participate but can't

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