

From: [REDACTED] <[REDACTED]>
To: Jeffrey <jeevacation@gmail.com>
Subject: Fwd: The Fancy
Date: Wed, 06 Feb 2013 13:29:31 +0000

Sent from my iPhone

Begin forwarded message:

From: ido berniker [REDACTED]
Date: February 5, 2013, 7:56:11 PM AST
To: [REDACTED]
Subject: Fwd: The Fancy

[REDACTED]

There is a huge opportunity to get involve with the Fancy the best and most prestige upcoming thing, Please see below. They are looking for specific people who can actually bring something to the table beside money, but of course money as well :). Thought you might want to get involve or know someone who I can send it to.

I would like you to know we just had a commitment from a new investor Eike Batista, a Brazilian oil magnate who's the 7th richest person in the world, who bought \$10MM worth of our company. As for now we are in a negotiation process with few more groups.

If you think you have someone you can share that with please let me know before you share. You will get 1% finders fee if we will pick your investor.

Please keep it CONFIDENTIAL

Ido

From: Joseph Einhorn
Date: Tue, 9 Oct 2012 16:31:59 -0400
To: [REDACTED]
Subject: update

CONFIDENTIAL

Hi Ido,

Here is some info to pass along to your friend. Thank you:

1. We are selling 10% of our company for \$60mm.
2. Our lead investor is American Express.
3. We closed the deal with American Express yesterday.
4. Due to a financial regulation, Amex can not own more than 4.9% of our company.

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5. Amex wired us ~\$27mm to us yesterday money in our bank account.
6. We are selling the remaining ~33mm to one other party next week.
7. The ~33mm buys ~5.3% of our company.
8. The entire 60mm is a preferred equity above all other shareholders.
9. The Vice Chairman of Amex, Ed Gilligan has joined our board of directors yesterday and he represents the new class.
10. Our board also includes Jack Dorsey (creator of twitter), Francois-Henri Pinault (CEO and Chairman of PPR owner of Gucci, etc.), Chris Hughes (Facebook) and others
11. We are planning to sell the other piece to investor next week.

I am sure you can explain as well as anyone what our company does. Here is a recent articles he can read about how apple was offering to buy us.

<http://www.businessinsider.com/apple-wants-to-buy-pinterest-rival-the-fancy-2012-8>

<http://www.sfgate.com/technology/businessinsider/article/The-Fancy-Is-Beating-Fab-And-Pinterest-Where-It-3994099.php>

Thanks
Joe