

From: Jeffrey Epstein <[REDACTED]>

To: PETER MANDELSON <[REDACTED]>

Subject: Re: refined version of biz prospectus

Date: Thu, 05 Aug 2010 11:18:54 +0000

I have always suggested that the key is for you to follow the money trail. I m not sure reading this who pays you, and how much and for how long. I would like to see comparables with another already existing operation.

On Tue, Aug 3, 2010 at 6:27 PM, PETER MANDELSON <[REDACTED]> wrote:

What is the new business offering ?

In category one (50% targeted share of business) - strategic political, marketing and communications advice to governments/leaders, in particular those seeking to modernize their countries and/or gain wider acceptance or credibility, perhaps with an eye on trade or commercial opportunities.

In category two (50% targeted share of business) - commercial advice to businesses with a political dimension, including industries facing strategic challenges which can only be resolved by government action, and require political advice/organisation in achieving this. The area of specialization will be businesses in media and communications content.

We obviously feel the most confident, and have the greatest experience and credentials in category one.

Category two runs the risk of becoming a confused or unsatisfactory business area if we are not clear with ourselves. I believe our pitch should be as follows:

Business and politics is co-joined. We straddle both worlds. But we are not business people pretending to know about politics, we are political people providing a service to business.

We provide political, not business advice in a commercial context, or strategic commercial advice in a political context.

Our USP is an understanding of politics on an on going basis, not business.

Bankers, accountants, tax and other advisors can give specialist advice on deals or other strategic commercial aspects. But where there is a political, communications or government dimension, we advise. We are not business brokers, intermediaries or seekers of one off fees. We are advisers on the politics of deals and political issues requiring resolution and/or regulatory changes needed for an institution's commercial protection /success.

We are political not financial advisers, management consultants or investment bankers. If an institution doesn't need that political and communications knowledge and advice, then it doesn't need us.

The excellent work you are doing with Universal represents such a template - strategic communications and political advice in an industry facing challenges, as opposed to pure commercial advice.

Client examples/targets

Category 1

South Africa
Qatar
China, in time

Category 2

Sberbank (Russia)
Essar (India)
Punj Lloyd (India)
Universal
Time Warner

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