

From: "jeffrey E." <jeevacation@gmail.com>
To: Brad Wechsler <[REDACTED]>
Subject: Re: Regan Arts
Date: Wed, 03 Dec 2014 18:55:00 +0000

no rush

On Wed, Dec 3, 2014 at 1:41 PM, Brad Wechsler <[REDACTED]> wrote:
Jeffrey-im still on art basel floor but will be home after 330. I'll call u then if that's ok. B

From: jeffrey E. [mailto:jeevacation@gmail.com]
Sent: Wednesday, December 03, 2014 10:32 AM
To: Brad Wechsler
Subject: Re: Regan Arts

[212 750 9895](tel:2127509895) when you get a chance

On Wed, Dec 3, 2014 at 10:23 AM, Brad Wechsler <[REDACTED]> wrote:
Has anyone reached out to keith and judy to provide them a little context so they don't feel threatened. If yes, good; if not I will. Pls let me know.

From: Richard Joslin [mailto:[REDACTED]]
Sent: Wednesday, December 03, 2014 09:35 AM
To: jeffrey E. <jeevacation@gmail.com>; Brad Wechsler
Subject: FW: Regan Arts

I summarized open questions to Phaidon accounting team below

From: Richard Joslin
Sent: Wednesday, December 03, 2014 9:26 AM
To: [REDACTED]; John Murphy
Subject: Regan Arts

Please take a look at this – I'd like to have a call this morning to discuss. Thanks

Revenue

How was 47% of list price derived? Is that contractual with distributor? If there is a second printing, is the 47% continue to apply?

Direct costs

PPB - what is the derivation on a per title basis – cost varies per unit/ median \$1.72/ title.

PPB - If there is a second printing would the per unit amount remain the same?

Plant expense - what is the derivation on a per title basis. Please provide detail, eg development, photo, artist fees, copy editing

Plant expense – please confirm that if there is a second printing then there is no incremental plant expense

Royalty – pls send some sample contracts

Royalty – I see benchmark payment schedule, eg amount at hardcover publish date; amount at softcover publish date. Are these contractual by date?

Royalty – Under what circumstances would these amounts need to be returned?

Royalty – if there is a scheduled softcover payment and the book is not release in softcover, is the payment cancelled?

Royalty – what is Royalty/ expense memorandum? I assume it is the total amount of advances paid to author?

Royalty – Cash flow – Cash Outflow (Best case scenario) includes “Royalties advances (14) € (\$1,441,000) and “Additional (14) Royalty Payments € (\$1,552,071). These two amounts add up to \$2,993,071. I understand this amount to be equal to total royalties payable if all print quantities sold. Please clarify that the “Royalty Advances(14) € were actually paid in 2014 (not 2015).

Selling and distribution – 10% is paid to distributor; what is the additional 3%? If there is a second printing, is 13% continue to apply?

M&P - what is the derivation on a per title basis. Please provide detail

Freight - what is the derivation on a per title basis. Please provide detail

Richard Joslin

CFO

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