

**From:** "jeffrey E." <jeevacation@gmail.com>

**To:** Melanie Spinella <[REDACTED]>

**Subject:** Fwd: Latest Version of the Regan Arts Model

**Date:** Tue, 09 Dec 2014 12:34:31 +0000

**Attachments:** ATT00001.htm; Regan\_Arts\_2015\_-\_Base\_Scenario\_120814.pdf;  
Regan\_Arts\_2015\_Worksheets\_dated\_12-08-14\_v1\_-\_Current\_Scenario.xlsx;  
ATT00002.htm

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im not available until after 12 today. can review afterwards though you don't like the word goofy  
----- Forwarded message -----

**From:** Richard Joslin <[REDACTED]>

**Date:** Mon, Dec 8, 2014 at 6:21 PM

**Subject:** Fwd: Latest Version of the Regan Arts Model

**To:** "jeffrey E." <jeevacation@gmail.com>

Fyi

Begin forwarded message:

**From:** "John Murphy" <[REDACTED]>

**To:** "Richard Joslin" <[REDACTED]>

**Cc:** "Eileen Alexanderson" <[REDACTED]>

**Subject:** FW: Latest Version of the Regan Arts Model

Hi Rich,

Latest version of the model attached.

From a Cash Flow perspective minimum changes to the model we sent over on Friday, we pushed 1 title out from 2014 to 2016 and we amended the calculation on the Canadian returns (original model had this in C\$ I have converted this to US\$)

From a P&L the Macklemore royalty advance was not picked up in the model. This is a flat payment of \$350k and the royalties are 0% and as such the model did not pick up the expense, I have now taken the full royalty against the revenue in October 2015.

I have also added a revenue tab to the PDF file which shows you what titles make up the revenue in the P&L as an easy reference.

Regards,

John.

From: John Murphy

Sent: Monday, December 08, 2014 6:07 PM

To: [REDACTED]  
Cc: Diana Ilina  
Subject: Latest Version of the Regan Arts Model

Hi Judith,

Please find attached the latest version of the model.

#### Revenue

Revenue is up to \$6.35m from \$6.27M.

- We pushed Founders and Failures to January 2016 from December 2014, we had \$48k in returns in 2015. (Revenue and Returns now occur in 2016 on this title)

- The original model had Canada returns at C\$ we changed this to US\$ and picked up another \$38k in revenue

#### Expenses

Expenses are up \$350k.

- I am now including the royalty advance in total against the revenue on Macklemore
- Note this does not impact the Cash Flow model as the advance was already included here

#### Current Overall Position

- Overall loss in 2015 goes from -\$1.42M to -\$1.68M driven primarily by royalties to Macklemore.
- The Cash Flow has slightly improved going from -\$4.89M to -\$4.82M driven the pick-up in revenue.

This version of the PDF also includes a revenue tab so you can easily see what makes up the projected revenue in this model, based on the first print run and the estimated laydown from S&S.

Regards,

John.

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John Murphy  
COO/CFO  
-  
Phaidon Press

<mailto: [REDACTED]>

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[phaidon.com](http://phaidon.com)

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please note

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