
From: Kathy Ruemmler <[REDACTED]>
Sent: Wednesday, April 5, 2017 2:58 PM
To: jeffrey E.
Subject: Re: Fwd:

Oops.

On Apr 5, 2017, at 10:46 AM, jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.com> > wrote:

fist time ive heard that

----- Forwarded message -----

From: ader@aderfam.ch <mailto:ader@aderfam.ch> <ader@aderfam.ch <mailto:ader@aderfam.ch> >
Date: Wed, Apr 5, 2017 at 2:26 PM
Subject: Re:
To: "jeffrey E." <jeevacation@gmail.com <mailto:jeevacation@gmail.com> >

Jeff , Could we please avoid these emails as all my assistants read them ?

Ariane de Rothschild

On 5 Apr 2017, at 12:14, jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.com> > wrote:

upon lots of reflection , I cant get a current merger to work, from both sides. - separate from a sig cash portion. taxable probabaly. .and publicity wise not ideal. though He really loved the idea of you being the chairperson. you were right.

I think bringing on boris plus 2 or 3. at most. agreeing BEFOREHAND on details of strategy and tactics. , providing milestones and mechanisms for compensation. . it will take three years to fix. at that point- IF- you are earning 150 -200 plus . then there will be many merger candidates. separate from JB.

Boris has a six month notice provision. im not sure of his vesting issue. . I think you sitting down with him , for at least a few hours. (I would join if you thought helpful,) is next step i think it most important that you both get to know each others personality.

-- 1- brand co.resolution , - uncross and delist. . castrate nadine . 2. think about a jan 1 , beginning for boris. 3. re-do family documents. . wills , trusts , 4, get boris help on advisory board. 5. to maximize your benefits upside , time, tax, lifestyle. I see a 2020 transaction. no earlier.

works nicely . with all girls being gone . lots of fun and things to do.

please note

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