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**From:** [REDACTED] <[REDACTED]>  
**Sent:** Thursday, August 10, 2017 3:37 PM  
**To:** Jeffrey Epstein  
**Subject:** Fwd: AD plans

Here is the situation.

Begin forwarded message:

From: Niranjan Bose <[REDACTED] <mailto:[REDACTED]>>  
Date: August 10, 2017 at 12:08:00 AM PDT  
To: [REDACTED] <[REDACTED]> > , Jonah Goldman  
<[REDACTED] <mailto:[REDACTED]>>  
Subject: Re: AD plans

Sounds good. One thing to clarify is the McKinsey team is helping us and we are driving them to speak with KOLs etc. so there is room for the strategy to incorporate additional elements. Would be difficult to have two separate strategies so let's plan for convergence.

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From: [REDACTED] <[REDACTED]> >  
Sent: Thursday, August 10, 2017 7:59 AM  
Subject: Re: AD plans  
To: Jonah Goldman <[REDACTED] <mailto:[REDACTED]>>  
Cc: Niranjan Bose <[REDACTED] <mailto:[REDACTED]>>

Hi there to you both --- I am working on writing them up and will send along to you all very soon --- they are for sure super different than the approach McKinsey is taking.

On Aug 9, 2017, at 9:21 PM, Jonah Goldman <[REDACTED] <mailto:[REDACTED]>>  
wrote:

[REDACTED],

Wonderful to eat with you last week. Fascinating discussion. I tried to do your ideas justice to Bose, but failed wildly. Can you send along your doc? Even the shorthand will be hugely helpful.

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