
From: David Mitchell [REDACTED]
Sent: Wednesday, November 23, 2016 12:22 PM
To: David Jan Mitchell
Subject: Fwd: AD/FIN Update - Confidential - Nov 2016

FYI,

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Begin forwarded message:

From: Andrew Altersohn <[REDACTED]>
Date: November 17, 2016 at 12:09:16 PM EST
To: Andrew Altersohn [REDACTED]
Subject: AD/FIN Update - Confidential - Nov 2016

AD/FIN BOD/Investors - I'm overdue for an update, so please read the summary below. Happy to discuss.

Over the past 4-6 weeks, we have seen a clear increase in activity, as interest and understanding of AD/FIN continues to grow. As a result, we have a strong pipeline of prospects and opportunities for 2017 (see below).

The sales cycle remains long, so our revenue forecasts are getting pushed by a few months. We are still hopeful of getting our first paying client(s) in 2016, but it is more likely to be Jan/Feb 2017. I am in the process of re-forecasting for 2017, with our current funds projected to last until ~Feb 7th. We should of course have discussions asap around 2017 funding.

Here's the latest update..

* ProcureCon Marketing: I am just leaving LA where I spoke on a panel at Procurecon marketing which was a very targeted rich event for us. = Lots of interest in AD/FIN and many followups. Top prospects include=:

- * Warner Brothers - already had followup meet at WB HQ. Strong interest for 2017.
- * Johnson & Johnson - Next steps meetings being coordinated via Accenture
- * RBC

- * MetLife
- * Sony

* Assembly & HX: We continue to get a lot of positive PR and leads based on our partnerships with Assembly and HX. Our strongest prospect for a first paying client via Assembly -- the Truth Initiative -- is very close to signing!

* Accenture - we are getting closer to a Global Partnership Agreement. The process is very drawn out and complicated based on the innovative nature of our offering. But even with the agreement not completed, Accenture continues to include AD/FIN in multiple pitches and RFP responses, most of which are still outstanding...so we should hear soon on some of them. The top prospects include:

- * Unilever
- * J&J
- * L'Oreal
- * <=>Toyota
- * KraftHeinz
- * McDonalds

In addition, Accenture is very interested in raising AD/FIN's profile and the prospect of our work together, and has set up an call with their leads in London and Asia to help educate us on those markets...and for us to educate them on AD/FIN.

* Multiple Audit/Consulting partnerships in progress. In past 4 weeks alone, have had calls/meetings with most of the leading US based Media Auditing firms. They are all interested in partnering with Jeffries and MMI already moving fast.

- * Jeffries - already presented to Samsung. Followup meeting in Dec
- * MMI - finalizing Strategic Alliance agreement...kickoff next week
- * AAI - met at ProcureCon....very interested in working together
- * AARM - met at ProcureCon....very interested in working together
- * SQAD - met with CEO at ProcureCon...still very interested in working together.

* WhiteOps - working aggressively on joint offering combining our Bi-Log data with their Fraud and Viewability signals. Strong interest from Accenture to take this to market ...plus in discussions with Bank of America trial. This could be a very powerful incentive for Advertisers to use AD/FIN.

* ANA Study - targeting Jan 2017 to publish joint industry report. We are also trying to convert some of the Participants to paying customers in 2017 including

- * Clorox
 - * Bank of America
 - * Honda
- <=ul>

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Andrew Altersohn
Chief Executive Officer

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