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**From:** jeffrey E. <jeevacation@gmail.com>  
**Sent:** Tuesday, October 4, 2016 10:08 AM  
**To:** Ramsey Elkholy  
**Subject:** Re: Ford

you should get real numbers the numbers you sent wer= not in USD but in Reals

On Mon, Oct 3, 2016 at 7:40 PM, Ramsey Elkholy [REDACTED]  
> wrote:

Ford grossed about \$7,000,000.00 USD in 2015, 45% of which wa= profit after all expenses (salaries, taxes, office, etc). The main owner =nd his wife own 51% and 49% respectively and it's his wife's 49% t=at they're open to selling. He would sell more, he has been made=offers to sell 90% of the company and keep 10% for himself, but at that po=nt he doesn't have any incentive to stay on and run the company, which=would mean hiring new people in Brazil. He wants 4 mill usd for 49%... but=that's just a starting number and probably wishful thinking on his par=. They have a huge Ford Model Look contest they do every year as well as t=e Fashion weeks, which are now sponsored by Mercedes Benz, so there's =ots of potential for future growth. Ford is the main brand in Brazil in te=ms of modeling agencies (they have offices in 4-5 cities here) but its not=easy to price something like this. Unlike Elite NY (10 years ago) they are=actually making \$, but I think arriving at a real cost will be a very subj=ctive process, depending on how low he's willing to go, brand name, et=. Also would depend on the % you wanted to buy and if you wanted to own th= contest and other related companies. Will fill you in further on Wed.

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=A0 please note

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