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**From:** David Mitchell [REDACTED]  
**Sent:** Sunday, December 14, 2014 2:56 PM  
**To:** Jeffrey Epstein  
**Subject:** This is an outline that goes with Presentation I forwarding shortly

Will send you my impression of where they are shortly

>  
> AdFin aims to become the industry's definitive source for programmatic media intelligence and price verification. The company is founded on the belief that markets thrive with greater access to information...and programmatic media is no different. As our name implies, we have developed a platform that integrates advertising and finance, advancing efficiency and bringing financial-style trading intelligence to the programmatic media markets. The result.. advertisers spend smarter, publishers price smarter, and outside=players (e.g., financial analysts) participate smarter. And we believe this participation can extend to the development of derivative offerings and new ways to trade, invest and hedge risk in the advertising markets. The tangible benefits to ad buyers and sellers include:

>  
> \* Price Discovery: explore market pricing – spot, historical, trends  
> \* Price Verification: verify whether prices paid are “fair”, in line with market  
> \* Benchmark Performance: Evaluate buys/sells/trades vs. internal and external benchmarks  
> \* Identify optimal demand and supply partners and direct deal opportunities  
> \* Build smarter strategies, plans and trading algorithms  
>  
> We are actively working with industry players across the programmatic media ecosystem. We'd love to demo our platform, share our vision and explore ways to work together to grow and evolve the programmatic markets into an efficient and effective financial-style marketplace.

>--  
> Andrew Altersohn  
> CEO  
> [X]AdFin  
> 16 East 34th Street, 15th floor  
> New York, NY 10016

>  
> p [REDACTED]  
> c: [REDACTED] <mailto:[REDACTED]>  
> e: [REDACTED] <mailto:[REDACTED]>  
>  
>

> On Sat, Dec 13, 2014 at 10:03 AM, David Mitchell <[REDACTED]> <mailto:[REDACTED]>  
wrote:

>  
>  
> David Mitchell  
> MITCHELL HOLDINGS LLC  
> [REDACTED] <mailto:[REDACTED]>  
>  
>  
>--  
> Andrew Altersohn  
> CEO

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>  
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