
From: jeffrey E. <jeevacation@gmail.com>
Sent: Wednesday, April 5, 2017 12:44 PM
To: [REDACTED]
Subject: Re:

Sorry , of course

On Wed, Apr 5, 2017 at 2:26 PM [REDACTED] <mailto:[REDACTED]> <[REDACTED]> <mailto:[REDACTED]> > wrote:

Jeff , Could we please avoid these emails as all m= assistants read them ?
Ariane de Rothschild

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

upon lots of reflection , I cant get a current mer=er to work, from both sides. - separate from a sig cash portion.
=A0 taxable probabaly .and publicity wise not ideal. =A0 though He really loved the idea of you being the
chairperson. =A0 you were right.

I think bringing on boris plus 2 or 3. at most. =A0 agreeing BEFOREHAND on details of strategy and tactics.
=A0 , providing milestones and mechanisms for compensatio=. . it will take three years to fix. at that point- IF- =ou
are earning 150 -200 plus . then there will be many merger candidates. separate from JB.=C2

Boris has a six month notice provision. =A0 im not sure of his vesting issue. . I think you=C2 sitting down
with him , for at least a few hours. (I wo=ld 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 , =C2 uncross and delist. . castrate nadine . 2. think=about a jan 1 , beginning for
boris. 3. re-d= family documents. . wills , trusts , 4, get boris help on advisory =oard. 5. to maximize your benefits
upside , time, tax, lifestyle. I see a 2020 transaction. no ear=ier.

works nicely . with all girls being g=ne . lots of fun and things to do.

please note

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