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**From:** jeffrey E. <jeevacation@gmail.com>  
**Sent:** Wednesday, April 5, 2017 2:46 PM  
**To:** Kathy Ruemmler  
**Subject:** Fwd:

fist time ive heard that

----- Forwarded message -----

From: [REDACTED] <mailto:[REDACTED]> [REDACTED] <mailto:[REDACTED]> [REDACTED] >  
Date: Wed, Apr 5, 2017 at 2:26 PM  
Subject: Re:  
To: "jeffr=y E." <jeevacation@gmail.=om <mailto:jeevacation@gmail.com> >

Jeff , Could we please avoid these emails as all my assistants read th=m ?

Ariane de Rothschild

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

upon lots of reflection , I cant get a current merger to w=rk, from both sides. - separate from a sig cash portion. =taxable probabaly. .and publicity wise not ideal. =though He really loved the idea of you being the chairperson. you we=e right.

I think bringing on boris plus 2 or 3. at most. =AO agreeing BEFOREHAND on details of strategy and tactics. =AO , 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. im not sure of hi= vesting issue. . I think you sitting =own with him , for at least a few hours. ( I would join if you thoug=t helpful, ) is next step i think it most important that you b=th get to know each others personality.

-- 1- brand co.resolution , - uncross and del=st. . castrate nadine . 2. think about a jan 1 ,=beginning for boris. 3. re-do family documents. . =ills , trusts , 4, get boris help on advisory board. 5. to max=mize your benefits upside , time, tax, lifestyle. I see a 2020 transaction. no ear=ier.

works nicely . with all girls being gone . =C2 lots of fun and things to do.

please note

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