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**From:** Peter L. Corsell [REDACTED]  
**Sent:** Saturday, April 18, 2015 5:14 PM  
**To:** Jeffrey Epstein  
**Subject:** Fwd: follow up/Hubub  
**Attachments:** ACADEMY\_NEWS\_Academy\_Partners\_with\_Hubub\_2015 CSA\_Jan2015.pdf; Untitled attachment 00004.htm

Please see the below/attached overview email on Hubub. I could send you other things but this email will give you a good sense of it. Also, as you will notice, the email was sent by Boris to Marissa Mayer. It was a very nice thing he did for me and I deeply appreciate it, which Boris knows. Yahoo is now interested in Hubub, thanks to Boris's kind introduction. Hubub's performance has literally been off the charts since this note was sent. Over 10M views in Canada with a few million very engaged users spending a ton of time on the product. You can also download the app to your iPhone. If you want to learn more, what I suggest, is that we block an hour on the phone and I give you a complete update via web demo. I think you would be very impressed. And I would be pleased to have your help and involvement in any of my deals. All the best, Peter

From: Boris Ikolich  
Sent: Sunday, January 25, 2015 9:32 AM  
To: Marissa Mayer  
Subject: follow up/Hubub

Dear Marissa,

These days I get to see Zack from time to time but I do not get to see you anymore. I was hoping to see you in Davos but I ended up canceling – this is the first time in last 8 years that I skipped it – there was simply too much work.

I hope to see you one of these days in Palo Alto or SF. I am now spending ¼ of my time there.

In the mean time, I wanted to tell you about a very promising company I came across in Canada. It is called Hubub. I have gotten to know the founders and visited their team in Toronto. I think Hubub is very interesting because, while fundamentally a consumer platform, it also has great appeal to traditional media companies and is optimized for brand published content.

Hubub launched last month and is becoming very popular in Canada. They have raised \$14MM to date, including a recent \$5MM investment from Bell Media, Canada's premier multimedia company. Hubub was just named the "Official Social Media Partner for the Canadian Screen Awards" (see attached) and Bell Media will air two television commercials about Hubub during the Super Bowl, which is very popular in Canada (one-third of the country watches the game and the commercials). Also, Hubub's official spokesperson, Ben Mulroney, is one of the most widely-admired celebrities in Canada. He is the son of former Prime Minister Brian Mulroney and the host of Canada's main entertainment show.

Hubub claims to be the best digital platform for exploring and discussing interests. Each personal interest channel, called a hubub, provides a multimedia stream on a dedicated topic, including videos, articles, blogs and polls, and some new features like one-on-one debates and town hall forums. Users can join an existing hubub, create their own public or private hubub, or use the mobile app to follow topics they care about.

Here are some recent Canadian media clips about Hubub...

- The Social: "Hubub launch" This is Canada's version of "The View" with the same relative popularity.
- Marilyn Denis Show: "What's Hubub?" This is Canada's equivalent to "Oprah" and is the #1 Canadian lifestyle show.
- The Loop: wrote this excellent blog entry about Hubub. The Loop is a popular entertainment website, similar to BuzzFeed.

And here are a few hububs related to these properties...

- The Social uses a hubub called "morning meeting" to allow its audience to discuss potential segments for the show.
- Ben Mulroney has created hububs on the Golden Globes, holiday travel with kids  
<<https://www.hubub.com/topic.php?id=281328>> , Star Wars and more, using Hubub as his go-to social platform.
- Canada AM's (similar to NBC's Today Show) weatherman Jeff Huthcheson uses Hubub for his viral video segment  
<<https://www.hubub.com/topic.php?id=194037>> , asking users to vote on videos.

I think you should look at the company because several media companies and ad agencies believe Hubub is doing something different and important at the intersection of user engagement, search and brand publishing, while respecting user privacy.

I personally think there is a huge synergy between Yahoo and Hubub!

The Hubub cofounders, Peter Corsell and Richard Oh, are both very impressive and are big fans of yours. Coincidentally, Peter also became a Davos YGL in 2010. I would be happy to make the introduction, if you are interested.

Warmest regards,

Boris

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