

From: Mark Turnbull mark.turnbull@sclgroup.cc
Subject: Fwd: Call Follow Up
Date: October 20, 2016 at 04:41
To: Brittany Kaiser brittany.kaiser@sclgroup.cc

MT

Hi, Brittany

FYI. Looks like I'm off to Sao Paulo. Assuming they give me a thumbs up I'll work on an agenda and then try seeing as many people as possible in the three days. Time to work those contacts!

M

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From: Mark Turnbull <mark.turnbull@sclgroup.cc>
Date: 20 October 2016 at 09:10
Subject: Re: Call Follow Up
To: Pedro Vizeu <pedro.vizeu@sclgroup.cc>
Cc: Alexander Nix <alexander.nix@sclgroup.cc>, Julian Wheatland <julian.wheatland@sclgroup.cc>, Tee Edwards <tee.edwards@sclgroup.cc>

Pedro

I will e-mail Andre and Gal immediately to inform them of my travel plans, and confirm with them that the window is still convenient before I go ahead and book flights etc. Assuming it is, I will follow up with a longer note regarding our intentions, agenda etc.

You and I can liaise by phone/skype in the meantime to flesh out arrangements.

Regards
Mark

On 20 October 2016 at 09:02, Pedro Vizeu <pedro.vizeu@sclgroup.cc> wrote:

Good morning Mark,

1. Happy to assist with you on those dates, just a return flight would need to be covered. Otherwise happy to give you intel on safety guidelines, social to-dos and local business culture.
2. I have arranged a call with them tonight in order to secure the dates and confirm our intentions.
3. Agreed - as mentioned they key to secure this market is putting together with them a proper business development plan so we pitch to the main candidates in every state in Brazil (it's a federal country with 27 states) where we will need to pitch on an individual basis.
4. I am afraid that I won't be able to travel to London before Tuesday.. anyhow we can cover that point by phone/skype Monday/Tuesday and I am already working on the agenda.

As mentioned before, I will be back in Sao Paulo by the end of November or the beginning of December, I am not Brazilian thus I still need to deal with the Brazilian consulate in Madrid (I am Spanish) to sort this so I don't run out of visa days for 2017...

I am available to further discuss on the phone today from 2pm (your time) onwards

Kind regards,
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El 19 oct 2016, a las 19:45, Mark Turnbull <mark.turnbull@sclgroup.cc> escribió:

Dear Pedro

We've just spoken, and having reflected on our discussion I think the most sensible way forward (as you yourself suggested) is as follows:

1. I will go to Sao Paolo on my own for a three-day visit next week (26-28 Oct).
2. I will liaise directly with André and Gal at Ponte Strategica regarding objectives/outcomes of the visit, and arrange all logistics directly from here.
3. The principal purpose of the visit is three-fold: a) to put in place a strategic partnership with them so that we can offer government and commercial/brand clients advanced data analytics and behavioural communications in Brazil; b) to take advantage of my visit to present SCL directly to some of their key commercial clients, with a view to securing potential pilot projects; and c) to discuss with them how we jointly pitch to political parties in the run-up to the 2018 elections, as well as resourcing a broader business development plan.
4. With that in mind, it would be ideal if you could come across for a half-day to London so that we can have a proper pre-brief discussion ahead of time -- and also arrange for me to meet your own key contacts while I'm down there.

Let me know if you're happy with this course of action and touch base tomorrow when you have a moment.

Best regards
Mark

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From: **Pedro Vizeu** <pedro.vizeu@sclgroup.cc>
Date: 29 September 2016 at 00:04
Subject: Re: Call Follow Up
To: Alexander Nix <alexander.nix@sclgroup.cc>, Mark Turnbull <mark.turnbull@sclgroup.cc>
Cc: Livia Krisandova <livia.krisandova@sclgroup.cc>

Dear Alexander and Mark,

Hope you are well.

Here is the confirmation of which dates will work for a meeting with both Gal and André here in SP: October 06, 07, 10, 11, 17, 27 and 28.

You are certainly right. It's an expensive trip. I am sure there is a great revenue potential out of it for you, the local party and I.

Following our phone conversation, I am waiting on a commercial model that works for me inside this partnership. Let me know when we would be able to discuss it once you have it. Otherwise we can build upon the one we currently have. It's been 3 months not only working in Brazil, I also have been exploring an opportunity for Ecuador. We discussed about a fee in October and I discarded the opportunity based on our conversation.

For the Brazilian market, let me brief you on the competitive landscape after lots of encounters. First, no 'foreigners' working on the political advisory market here. Last one was James Carville in 1996. In order to get into this 'second biggest political market in the world by marketing expenditure' is with a local partner. In the next 18 months we will have 28 political campaigns and at least 84 candidates with over \$2m budget, without even mention carrying out contracts for the federal government and their 27 states.

I went on selling this partnership for us. Just after having advanced conversations with Andre is when I got to meet and talk with politicians, and everyone started to open all the doors, but always with him. This is the way I found to make

talk with politicians, and everyone started to open all the doors, but always with him. This is the way I found to make this happen. This is why I believe that you coming to closing the specs with Ponte is our way into this exciting opportunity, and the way for you and I to make money, note that I am on a commission only basis... For commercial clients you will meet Gal and also more agencies from Havas Worldwide with whom I can certainly set up a meeting with you.

Dear Alexander, what we have here is a lot. I have been working very hard to persuade Andre and Gal to agree to work with us.. We have had some disencounters with them in the past in relation to meetings and calls, -I apologised twice already. After Mark has accepted their invitation to come to a deal with them in SP I would not like to be in a position of having to cancel it since it kills our credibility. So if you want to call it off, I will re-think an approach to market without them (which is possible) but perhaps more long and costly, but always looking for a scenario where you and I make money.

Let me know what your thoughts are.

All the very best,
Pedro

Pedro Vizeu-Pinheiro
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El 27 sept 2016, a las 12:22, Alexander Nix <alexander.nix@sclgroup.cc> escribió:

Dear Pedro,

I would like to briefly follow up on our phone conversation last week and my conversation with Mark today.

Although we both highly appreciate the effort that you have invested into Ponte Strategica, which hopefully will become a valuable partner of SCL, we are of the opinion that it is a long and expensive distance to travel for one meeting with an intermediary. After nearly three months of very hard work, we were hoping to have a number of additional sales meetings scheduled for this trip, so our resources and time are well spent (in this extremely busy part of the year), and in fact hoped that this trip could potentially generate initial revenue or at least stimulate a pilot project.

I understand that selling our services to political clients might be challenging at the moment due to a current political situation, but I was under impression that commercial clients would be included in your

sales outreach - please let me know whether there is anything we can help you with to make this happen.

I am afraid that unless we identify additional prospective clients (together with their needs) who we could meet and pitch, flying all the way to SP for one meeting is probably best postponed to a later day. I therefore encourage you to use the next few weeks as effectively as possible to generate some sales leads so that Mark and/or I can come to Brazil in the next couple of months to help you drive things forward...

Clearly, if Ponte Strategica wish to meet in London or NYC we would be pleased to host them.

I am sorry for being so blunt, but it is simply a question of time and resources - I am sure that you understand

All the very best
Alexander

Alexander Nix
CEO

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