

From: Mark Turnbull mark.turnbull@sclgroup.cc
Subject: Re: Partnership Opportunity: Ponte Strategica in Brazil (via Pedro, Brazil)
Date: August 18, 2016 at 07:06
To: Tee Edwards tee.edwards@sclgroup.cc
Cc: Livia Krisandova livia.krisandova@sclgroup.cc, Alexander Nix alexander.nix@sclgroup.cc, Brittany Kaiser brittany.kaiser@sclgroup.cc

Thanks, Tee

Mon 29 Aug would be great. Let's put it in the diary and we can discuss early next week.

Cheers
M

On 17 August 2016 at 15:15, Tee Edwards <tee.edwards@sclgroup.cc> wrote:

Dear Mark,

I trust you had a great trip to Romania.

Just had a briefing call with Pedro, regarding a partnership opportunity in Brazil. The idea is for Ponte Strategia (via Andre Torretta, CEO of Ponte) to use the SCL Group brand in Brazil, thus adding TAA and political campaigns offerings to their existing advertising services. SCL Group would bring the know-how and Ponte their existing clients to this proposed partnership. See Ponte Strategia's website: <http://www.pontestratagia.com>

Alexander has had initial calls with both Gal Barradas (CO-Presidente Havas Basil, Founder & CO-CEO BETC) and Andre Torretta (CEO of Ponte). The next step is to pitch to them via a webinar of how SCL will add value to Ponte. The pitch needs to be commercially focused. Presentation has been sent, now Gal and Andre want to understand SCL's experience, team, technology, and how to structure the deal terms.

Please see their LinkedIn profiles below:

Gal Barradas (CO-Presidente Havas Basil, Founder & CO-CEO BETC)

<https://br.linkedin.com/in/galbarradas>

Andre Torretta (CEO of Ponte)

<https://translate.google.co.uk/translate?hl=en&sl=pt&u=https://br.linkedin.com/in/andre%25C3%25A9-torretta-6358919&prev=search>

Would you be available for a webinar on the Monday 29th August? Ideally it will be after 10.30am BRT/ 14:30 GMT. Alternatively, Brittany is currently in Rio and, if time permits, would you like her to take this meeting?

Look forward to your revert.

Best regards,

Tee

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

From: **Pedro Vizeu** <pedro.vizeu@sclgroup.cc>

Date: 17 August 2016 at 14:28

Subject: Fwd:

To: Tee Edwards <tee.edwards@sclgroup.cc>

De: Alexander Nix <alexander.nix@sclgroup.cc>

Fecha: 12 de agosto de 2016, 15:19:40 GMT-3

Para: Gal Barradas <galbarradas@betc.com>

Cc: Pedro Vizeu <pedro.vizeu@sclgroup.cc>

Dear Ms Gal,

I just wanted to drop you a note to thank you for your time earlier this week. It was a pleasure to be introduced, and I look forward to exploring opportunities to work together. Pedro will kindly follow up to organise a webinar presentation and thereafter to schedule a time for me or one of my colleagues to visit you in Brazil.

With very best regards
Alexander

Alexander Nix
CEO

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De: Valdir Barbosa <vobarbosa1@outlook.com>

Fecha: 16 de agosto de 2016, 10:47:00 GMT-3

Para: "Gal Barradas" <galbarradas@uol.com.br>, <alexander.nix@sclgroup.cc>, <torretta@pontestratagia.com.br>, <pedro.vizeu@sclgroup.cc>

Asunto: Partnership

Dear Mr. Nix,

Let me introduce myself formally, after Gal's introduction.

I've been in the communication business since 1986, always as CFO and COO of major advertising agencies in Brasil, including 5 years as Latin American Regional Business Manager for Y&R.

I have gladly accepted André and Gal invitation to join them in this very challenging and interesting project.

Best Regards,

Valdir Barbosa

From: Gal Barradas [<mailto:galbarradas@uol.com.br>]

Sent: sábado, 13 de agosto de 2016 21:21

To: alexander.nix@sclgroup.cc; vobarbosa1@outlook.com; torretta@pontestratagia.com.br; pedro.vizeu@sclgroup.cc

Subject: Partnership

Dear Mr. Nix,

I appreciate your note. We are keen on developing a good partnership in Brazil!

I'd like to insert Mr. Valdir Barbosa in the loop. He is in charge of the Operation together with Pedro and Andre.

Mr. Barbosa will be together with us in the webinar and will take part of the meeting in San Paulo.

Mr. Eduardo will be together with us in the morning and will take part of the meeting in Sao Paulo.

Best regards,
Gal Barradas

De: Alexander Nix [alexander.nix@sclgroup.cc]
Enviado: sexta-feira, 12 de agosto de 2016 15:19
Para: Gal Barradas
Cc: Pedro Vizeu
Assunto:

Dear Ms Gal,

I just wanted to drop you a note to thank you for your time earlier this week. It was a pleasure to be introduced, and I look forward to exploring opportunities to work together.
Pedro will kindly follow up to organise a webinar presentation and thereafter to schedule a time for me or one of my colleagues to visit you in Brazil.

With very best regards
Alexander

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Mark Turnbull

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