

Message

From: McHugh, Ted [Ted.McHugh@edelman.com]
Sent: 1/10/2016 6:12:59 PM
To: Zilka, Jeff [Jeff.Zilka@edelman.com]; Frakes, Justin [Justin.Frakes@edelman.com]; Marose, Gregory [Gregory.Marose@edelman.com]; @Edelman Hayman Capital Team [EdelmanHaymanCapital@edelman.com]
Subject: RE: Pls review this Hayman Capital deck. Next steps overall
Attachments: UDF Summary Presentation (1 8 16) Draft- jf-Han+iz_01_10_16_RC+jf+tm.pptx

Hey Justin. See attached for updated deck.

Can you instruct the designer to spend some time making sure everything is consistent? I have noted a couple specific edits in the deck but think it would be helpful for the designer to take another look.

For example:

- Font sizes for slide titles vary across the deck.
- The designer is using two different colors of blue for slide titles (ex. slide 4 vs slide 5)
- There is a lack of consistency for the use of periods after sentences.

Jeff – If you prefer we own all the edits going forward, I can spend some more time on it in the morning. Though I feel like these are “design” related changes. Let me know.

Thanks,
Ted

From: Zilka, Jeff
Sent: Sunday, January 10, 2016 6:38 PM
To: Frakes, Justin; Marose, Gregory; @Edelman Hayman Capital Team
Subject: RE: Pls review this Hayman Capital deck. Next steps overall

When Ted is done, yes, pls send to the designer.

That said, color palette of the PPT and website are not identical. Han followed our instructions to use the Hayman colors.

Chris, I can live with this aesthetic difference. If you feel strongly, weigh in.

From: Frakes, Justin
Sent: Sunday, January 10, 2016 5:33 PM
To: Zilka, Jeff; Marose, Gregory; @Edelman Hayman Capital Team
Subject: RE: Pls review this Hayman Capital deck. Next steps overall

I just finished reviewing one more time and made several edits. Ted is taking a look now. After he gets done, are we good to send back to the designer along with the attachment Greg sent earlier?

From: Zilka, Jeff
Sent: Sunday, January 10, 2016 4:26 PM
To: Marose, Gregory; Frakes, Justin; @Edelman Hayman Capital Team
Subject: RE: Pls review this Hayman Capital deck. Next steps overall

Greg, agree on the reporters.

Can you ring me about the color palette?

From: Marose, Gregory
Sent: Sunday, January 10, 2016 3:10 PM
To: Zilka, Jeff; Frakes, Justin; @Edelman Hayman Capital Team
Subject: RE: Pls review this Hayman Capital deck. Next steps overall

Jeff:

I just flipped through the deck and must say the flow is solid. My scan was not for typos or word smith changes.

Regarding the tightening up of the design, you can share the attached with Han for color scheme and font guidance. We're not expecting miracles of course.

Lastly—as you, Chris and Mike discuss media—there are some interesting avenues to explore beyond the initial push to the guys like [REDACTED] etc. I think there will be DC-based SEC reporters such as [REDACTED] of [REDACTED] who could be in the second or third tier of outreach. We can leverage contacts to raise awareness in SEC's backyard.

Greg

From: Zilka, Jeff
Sent: Sunday, January 10, 2016 3:43 PM
To: Frakes, Justin; @Edelman Hayman Capital Team
Subject: Pls review this Hayman Capital deck. Next steps overall

Folks,

I had time to go over the deck and make the changes I wanted to make. See attached.

Ted, Chris, et al, any edits?

If you're good with this, Justin, can you send back to Karen Schmidt and Maureen Condon so Han (designer in Shanghai) can make the changes?

Tx,

Jeff

From: Zilka, Jeff
Sent: Sunday, January 10, 2016 10:44 AM
To: Frakes, Justin; @Edelman Hayman Capital Team
Subject: Hayman Capital deck back from the designer. Next steps overall

Justin,

Han (the designer) did a good job. Here's what I think the deck needs:

- It needs a careful read. I saw about a half dozen word edits/typos that need to be fixed, not misspellings, but sentence syntax that needs to be fixed. I don't want a reporter or UDF coming back to us to say that the presentation is "sloppy." Nothing huge, but important.

- There are also some design tweaks that I'd like made.

Would you be willing to meet by phone this afternoon, ideally between 2pm-3pm or 4pm-5pm for 15 mins to go through the deck?

Chris, Rob, Greg,

In the interest of time, and bcs you guys are focused on the design of the website, I want to share this designed deck with you. The chief changes are in the color scheme and simplification of some of the visuals. IMHO, the chief things we need to do to harmonize the webpage and this deck are to a) both use the same Hayman Capital color palette, and b) use the same font.

Ted, Chris,

I will edit Q&As (Ted) and messages (Chris) this afternoon.

Mike,

I don't know whether Kyle heard from [REDACTED] on Friday. I suspect now. Chris, we need to f/up with him on that. Assuming [REDACTED] is a "no," Mike, we need to focus on which reporters we want to reach out to and in what sequence. Let me know if you want to talk.

Tx,

Jeff

From: Frakes, Justin

Sent: Sunday, January 10, 2016 2:45 AM

To: Zilka, Jeff

Subject: Fwd: Re: PPT deck

Hi Jeff,

I've taken a quick look and am really impressed with the work and quick turnaround.

Do you want to review before we share with the group or just accumulate all the feedback for the designer?

Justin

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

From: "Schmidt, Karen" <Karen.Schmidt@edelman.com>

Date: Jan 9, 2016 6:11 PM

Subject: Re: PPT deck

To: "Frakes, Justin" <Justin.Frakes@edelman.com>

Cc: "Condon, Maureen" <Maureen.Condon@edelman.com>

Hi Justin,

I'm headed home soon to review, but please share with Jeff and relay your feedback. I will incorporate that in my design direction to Han. Overall, I think it looks pretty good.

Thanks,
Karen

From: Frakes, Justin
Sent: Saturday, January 9, 2016 1:44:24 PM
To: Schmidt, Karen
Cc: Condon, Maureen
Subject: RE: PPT deck

Karen,

Do you know when you'll have a chance to review? I know Jeff will want to take a look, then share with the rest of the account group today for feedback.

Thanks,

Justin

From: Schmidt, Karen
Sent: Saturday, January 9, 2016 7:58 AM
To: Han Hsu
Cc: Condon, Maureen; Frakes, Justin
Subject: Re: PPT deck

Hi Han,

I will review now. Also, I will take some time today to gather some direction for you regarding the ponzi scheme "icon". The team has sent me the 2 page fact sheet and case studies, so I will have those for you as well. Have a great night and talk to you tomorrow. What time would you like to start / connect?

Justin, let me review this before sharing with Jeff. I will touch base with you and Jeff later today.

Thanks much!

Karen

From: Han Hsu <hanhsu178@yahoo.com>
Reply-To: Han Hsu <hanhsu178@yahoo.com>
Date: Saturday, January 9, 2016 at 3:55 AM
To: Karen Schmidt <Karen.Schmidt@edelman.com>
Cc: "Condon, Maureen" <Maureen.Condon@edelman.com>, "Frakes, Justin" <Justin.Frakes@edelman.com>
Subject: Re: PPT deck

Hi Karen,

Attached is the revised deck. Let me know how it looks. I'd like to chat with you more about designing the Ponzi icon tomorrow before I start on that.

Talk soon,

Han

On Saturday, January 9, 2016 7:51 AM, "Schmidt, Karen" <Karen.Schmidt@edelman.com> wrote:

Hello Han

This is an attack on a company that is involved in a Ponzi scheme. Is there an icon that we can create that represents a Ponzi scheme... Pyramid-like. I will pull some swipec for you, please focus on the deck first. This does not need to look like UDF IV, use fonts and colors indicated below. There is no set template, so feel free. It should be simple and direct. It will live on a microsite warning folks of this company.

There are notes within the deck for you, but as always, feel free to call with questions. Tomorrow we will have a 2-page fact sheet (done in word) that will mimic the design of this PPT. We are also hoping to get you the case studies and appendix to work on.


Attached is the deck.


Here is the UDF Capital [website](#).


Here is the font and color scheme and hierarchy of them:

- Font: Calibri

- Investor Presentation Color Hierarchy:


- o RGB: 55 / 96 / 146 


- o RGB: 79/129/189 


- o RGB: 155/187/89 


I suggests the top 3 at most. But you can use these secondary colors if you need more for charts or graph.


Use red selectively as a danger color.

- o RGB: 247/150/70 

- o RGB: 75/172/198 

- o RGB: 217/217/217 

- o RGB: 192/80/77 

- o RGB: 128/100/162 

Thanks Han!

Karen

Karen Schmidt | Design Director



200 East Randolph Drive, Chicago, IL 60601

karen.schmidt@edelman.com