

Message

From: Marose, Gregory [Gregory.Marose@edelman.com]
Sent: 8/10/2016 8:39:35 AM
To: Holmes, Allie [Allie.Holmes@edelman.com]
Subject: RE: Draft Post

Between us, I'm struggling to see the benefit or rationale in continuing to communicate around this. Who are we trying to convince? Once the stock opens back up or is de-listed, Kyle can close the position.

I just wouldn't want anyone thinking Hayman is acting desperate because YTD performance is awful and outflows are swelling.

From: Holmes, Allie
Sent: Wednesday, August 10, 2016 9:18 AM
To: Campbell, Rob <Rob.Campbell@edelman.com>; Marose, Gregory <Gregory.Marose@edelman.com>; Agnew, Shea <Shea.Agnew@edelman.com>
Cc: Manzini, Chris <Chris.Manzini@edelman.com>
Subject: FW: Draft Post

Hey gang –
Hayman wants to start publishing on UDFExposed.com again.

Rob's out this week, so Greg – Would you be able to help us activate a digital strategy for posting and promoting the content attached via social?

We should talk through the objectives live, but from a tactical perspective, Rob's idea of creating blog posts, then targeting accountants working in the DFW area on LinkedIn, had considerable love from the client. So, I'd like to show them how we'd do that, and get their approval on an ad budget to start. We will also need your fincomms expertise to draft the blog posts from this dense 50 slide deck.

I still need to manage Parker's desire to call out the DBJ on page 50, so this is not the final version, but it's 99.9% finalized.

Greg/Shea – Can we hop on the phone with Parker later this AM? He's free at 10:30am/11am CST

From: Parker Lewis <PL@haymancapital.com>
Date: Wednesday, August 10, 2016 at 8:01 AM
To: admin <Allie.Holmes@edelman.com>
Subject: Draft Post

Allie – see attached for review, don't need detailed comments but just wanted you to have a sense for the content. The only thing that I think you may have an issue with is on page 50, last bullet, let's discuss



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