

Message

**From:** J. Kyle Bass [k@haymancapital.com]  
**Sent:** 2/19/2016 9:04:08 PM  
**To:** Parker Lewis [PL@haymancapital.com]; Steele Schottenheimer [ss@haymancapital.com]; Katheryn E. Mueller [KM@haymancapital.com]; Chris Kirkpatrick [CK@haymancapital.com]; Chris Manzini [chris.manzini@edelman.com]  
**Subject:** Fwd: This is interesting  
**Attachments:** Screen Shot 2016-02-19 at 2.00.00 PM.png; Screen Shot 2016-02-19 at 1.16.08 PM.png; hvst-sig.png

J. Kyle Bass  
Chief Investment Officer  
Hayman Capital Management

Begin forwarded message:

From: Peter Hans <peter@hvst.com<mailto:peter@hvst.com>>  
Date: February 19, 2016 at 3:38:01 PM EST  
To: Parker Lewis <PL@HaymanCapital.com<mailto:PL@haymancapital.com>>, "J. Kyle Bass" <k@haymancapital.com<mailto:k@haymancapital.com>>, Brandon Osmon <bo@haymancapital.com<mailto:bo@haymancapital.com>>  
Cc: Steele Schottenheimer <ss@haymancapital.com<mailto:ss@haymancapital.com>>, "Katheryn E. Mueller" <km@haymancapital.com<mailto:km@haymancapital.com>>  
Subject: This is interesting

First off, congratulations. This was an incredibly well executed strategy from research and execution to PR and marketing and I'm happy that our platform was able to help a bit.

As you know, we capture data on everything that touches our servers so I wanted to pass on the stats from the 2/5/16 post directing readers to the UDF Exposed site. From 2/5 through yesterday the post was seen nearly 6,000 times and read by 2,624 different investors (though I'm sure those numbers will continue to increase after today). Your reader audience aligned perfectly with your goals as nearly 70% of the readers fell into one of these four categories:

29.7% Hedge Fund Managers  
14.9% Investment Consultants  
13.7% Financial Advisors  
11.4% Family Office CIOs and Managers

[cid:6A59C3AC-ACB5-433D-A298-16AD58F9619E@hsd1.tx.comcast.net]

This performance is especially strong considering Harvest now receives over 50 pieces of long-form content, directly from verified investment firms and professionals a day. We've become a marketing and IR platform that puts out more daily content than the Financial Times, so there is increased competition for the most valuable eyeballs.

Finally, the geographic breakdown of your readers over this time period was global:

[cid:B9293E99-F61F-484E-B76B-2D09CFF9E734@hsd1.tx.comcast.net]

I hope we were able to drive significant traffic to your site and helped to raise awareness. Congratulations again on the outcome and the execution.

Best,

Peter

[cid:53324003-98E8-462C-B921-36E48D17FD31]

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