

Message

From: Campbell, Rob [Rob.Campbell@edelman.com]
Sent: 2/9/2016 7:00:41 PM
To: Holmes, Allie [Allie.Holmes@edelman.com]
Subject: RE: Hayman Capital presentation
Attachments: Hayman Capital Overview.pptx

Thanks, Allie! Updated deck attached. Let me know your thoughts

From: Holmes, Allie
Sent: Tuesday, February 9, 2016 9:33 AM
To: Campbell, Rob
Subject: Re: Hayman Capital presentation

You are a dream. This is perfection.

The only thing I'd add is one slide between situation overview and results, so we can frame up the business and comms objectives, then very literally pay off with results, and just a couple of bullets explaining strategy and activation.

Comms objective: Reveal Kyle Bass' latest short, and the business at the heart of a Texas based billion-dollar ponzi scheme

Business objective: Drive stock to zero OR push regulatory bodies, like the SEC, to act

Strategy: Leverage massive body of Hayman research to reveal the true story behind Kyle Bass's latest short, to educate media, incite public interest, and support Federal and regulatory investigation

Activation:

Content released to influencers/academics via UDFExposed.com at annual investor meeting in NYC
Exclusive break to traditional/online media, followed by media blitz in NY, DC, Dallas
Bolstered by paid via content promotion via Twitter and Google AdWords and follower acquisition
Supported by daily content postings, via UDFExposed.com

From: Rob Campbell <Rob.Campbell@edelman.com>
Date: Tuesday, February 9, 2016 at 9:05 AM
To: admin <Allie.Holmes@edelman.com>
Subject: Hayman Capital presentation

Hey Allie- Here is what I have so far for Thursday's presentation. I thought we could spend the bulk of our time walking through the website and then finish with three quick results slides.

Let me know your thoughts!

Rob Campbell

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