## ---- Monday November 6, 2017 ----



[https://mai/chicking.com/series/accom/series/accom/series/accom/vitw\_white

BG.png)

[8:08 AM] Lisa Monnet: Now that is awesome!!!

[8:12 AM] Lisa Monnet: @all I will need all the signed confidentiality agreements please, I need to send them in.

[8:13 AM] Pete Slade: I have them and can hand them over at our 2pm

[8:17 AM] Lisa Monnet: Great! [8:25 AM] Pete Slade: Concept 2

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nce redbg.png)

[8:34 AM] Molly Slade: Black background

[8:38 AM] Pete Stade: I am curios to see what a black background with red frame looks like

[8:46 AM] Lisa Monnet: I agree with Molly ., black

[9:07 AM] Pete Slade: Lisa - Can you find out if Virgin Group owns any of the following domains?:

com co.uk com co.uk

[9:08 AM] Lisa Monnet: I can .. (thumbsup)

[9:08 AM] Pete Stade::) [9:29 AM] Alex Matheu:

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[9:34 AM] Pete Slade: I like that.

[9:34 AM] Pete Slade: First and last are good

[9:34 AM] Lisa Monnet: (thumbsup)

[9:35 AM] Zach Marner: agree, I like both red/black versions

[9:37 AM] Molly Slade: me too

[9:38 AM] Alex Matheu: I still think the Black bezel, red grills is most striking, imo

[9:38 AM] Alex Matheu: but I do like the black grill version

[9:38 AM] Jen Richardson: I like the first the most as well

[9:38 AM] Jen Richardson: But also like the 3rd [9:44 AM] Lisa Monnet: I like the first one best

## ---- Wednesday November 8, 2017 ----

[7:24 AM] Lisa Monnet: Pete, is there anything specific you would like me to ask on the call today with the legal team? [7:40 AM] Pete Slade: hmm.. Let me think for a sec [7:40 AM] Pete Slade: Can we ask will be in the term sheet? [7:41 AM] Pete Slade: (We need that for planning) 17:42 AMI Pete Slade: These are the current questions I have for you to take to him. Not sure if any of those work for this team... [7:42 AM] Pete Slade: (The yellow is an explanation from our accounting firm) [7:43 AM] Pete Stade: So I guess.. Will the term sheet describe the legal entities. If so, can we use this [7:43 AM] Lisa Monnet: I will ask about the terms and funds. Thank you for providing the questions. I am preparing now for the call. [7:44 AM] Pete Slade: Ok. I will send any others I come up with also. [7:45 AM] Pete Stade: Probably the biggest will be the % and the \$. If that changes from how we have been estimating its use then the whole thing would need to be recalibrated. The sooner that is known to be locked in then the better we can plan. [7:47 AM] Pete Slade: The other thing that would be good to know is . They could be documents. If possible it would be good to know if we will be getting [7:47 AM] Pete Slade: Let me capture all these in a single list. [7:57 AM] Pete Slade: This is what I have so far (all together for convenience) [7:57 AM] Lisa Monnet: Great, thank youl [8:15 AM] Lisa Monnet: These questions are very helpful .. (thumbsup) [8:17 AM] Pete Slade: Great. If you have any questions that come up on the call and want to put them in here, I can do my best to answer or tell you we need to think and get back to them [8:17 AM] Lisa Monnet: Great! [9:58 AM] Lisa Monnet: Call started late. I'm still on. They're asking if so they can determine 19:59 AMI Pete Slade Sec [10:00 AM] Pete Slade: Getting specifics. [10:00 AM] Lisa Monnet: Basically how [10:00 AM] Lisa Monnet: Ok [10:02 AM] Lisa Monnet: I would include [10:04 AM] Lisa Monnet: Also are you amenable to making major (specified) decisions for the company via Board vote [10:04 AM] Pete Stade: Yes [10:04 AM] Lisa Monnet: Not daily decisions, things like where to open other offices [10:04 AM] Pete Stade: That would be our expectation [10:04 AM] Pete Stade: yes :) [10:07 AM] Pete Slade: [10:07 AM] Pete Slade: Make sense? [10:06 AM] Lisa Monnet: Yes, thank you! This call has been all about terms. 🐽 [10:09 AM] Pete Slade: Awesome, Going well so far? [10:09 AM] Pete Stade: (you know I have to ask on the hour) [10:09 AM] Lisa Monnet: Yes! [10:11 AM] Lisa Monnet: R and family coming down sooner. Can we move up meeting to Dec 2/7

[10:32 AM] Lisa Monnet: Are you amenable to creating a holding company and putting both companies under the holding company?

[10:32 AM] Lisa Monnet: Easier to divide shares???

[10:33 AM] Pete Stade: We are open to anything. Is that what they are advising?

[10:33 AM] Lisa Monnet: Just asking questions. They are figuring out the term offer [10:34 AM] Pete Stade: (thumbsup) :)

[10:42 AM] Lisa Monnet: What is permanent establishment risk .. they just mentioned they wanted to avoid it?

[10:43 AM] Pete Slade: checking

[10:43 AM] Pete Slade:

A permanent establishment (PE) is a fixed place of business which generally gives rise to income or value-added tax liability in a particular jurisdiction. The term is defined in many income tax treaties and in most European Union Value Added Tax systems.

[10:44 AM] Pete Slade: Honestly - I am not sure, but open to whatever is in all of our best interest

[10:44 AM] Lisa Monnet: They're saying a subsidiary would be best for tax liability [10:46 AM] Pete Slade: Ok - Happy to reduce tax liabilities.

[11:02 AM] Jen Richardson: @PeteSlade Do you want listed out in the 8 pages, or just refer to them as "manufacture"

(11:05 AM) Lisa Monnet: Call just ended, it was very productive. I will be in my way to office in 5 minutes. Sorry it ran so long!

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## --- Thursday November 9, 2017 ----

[8:18 AM] Lisa Monnet: @all I agree Pete. I am taking off .. wish me luck! [12:41 PM] Lisa Monnat: @all Going well! Can you please let me know if you have the day open on Nov. 17th .. I have a big surprise you will love! [12:41 PM] Pete Slade: Sure [12:42 PM] Pete Slade: We are free. Should we block it out? [12:42 PM] Pete Stade: Did he like the book (or has he seen it yet)? [1:30 PM] Lisa Monnet: Please block it out ... yes! We will go over the book at dinner. [1:31 PM] Pete Slade: Whole day, or just a time block? [1:34 PM] Lisa Monnet: Can you block 9:00 - 3:00 please [1:34 PM] Pete Slade: ok :) [1:34 PM] Pete Slade: [1:34 PM] Lisa Monnet: Thank you ... it will be worth it! Yay!!! [5:53 PM] Lisa Monnet: We will have visitors on Friday! [5:53 PM] Lisa Monnet: @all [5:54 PM] Pete Slade: Who? [5:55 PM] Pete Slade: Do we need to prepare? [6:01 PM] Lisa Monnet: No prep ... I am not suppose to say but we will one visitor .. R [6:02 PM] Lisa Monnet: I'm excited. Wants to see the office and meet the incredible team that developed Defender! [6:02 PM] Pete Slade: Wow - that's amazing!!! OMG [6:03 PM] Pete Slade: May still not be alive by then ;) [6:03 PM] Lisa Monnet: it's suppose to be a surprise. Please do not tell team., he wants to see the surprise on their face. That's his joy! [6:04 PM] Pete Slade: Absolutely [6:04 PM] Lisa Monnet: It's been an awesome day!! [6:04 PM] Pete Slade::) [6:04 PM] Pete Slade: I am beyond excited [6:06 PM] Molly Stade: Omo!!!! Freaking amazing 69 88 88 88 [6:06 PM] Lisa Monnet: Me too ... can't wait for you guys to meet him! [6:07 PM] Lisa Monnet: You guys deserve great things!! Gotta run, he is waiting. Thanks 11

---- Friday November 10, 2017 ----

[8:00 AM] Lisa Monnet: @PeteSlade We are at lunch right now, I will send you a message when we are finished. Thanks!

[9:25 AM] Jen Richardson: @PeteSlade Do you have time to meet with Zech and I about the 8 pager?

[10:17 AM] Lisa Monnet: @all All is going very well. He likes the logos and the shield! He is having his team check to see if he owns the domains, he doesn't know if he owns them. Did not comment on the booklet. As we discussed, he is all about relationships and talking through things instead of looking at books. Hope you guys are having a good day. What was that email from Mark Price ... how did they know we are looking at an office in UK??

[2:26 PM] Lisa Monnet: @PeteSlade Can you please email the logos you have? Thank you!

[2:34 PM] Pete Slade: Digital versions of the ones in that bookiet?

[2:39 PM] Lisa Monnet: Yes please!

[2:40 PM] Pete Slade: Ok. Zipping them up now. Will provide you a link to download in a moment

[2:43 PM] Lisa Monnet: Thanks so much Pete. Things going well there?

[2:52 PM] Pete Slade: Here is a download link to the zip file, it contains the ones that are in the booklet, htt

[2:53 PM] Pete Slade: Yes, going well. Making good progress on the content for the 8 page document.

[3:27 PM] Lisa Monnet: Great, thank you!

## --- Sunday November 12, 2017 ----

[7:26 AM] Lisa Monnet: @all The discussions have gone extremely well. I'm anxious to fill you in. I arrive back tomorrow late morning and have a lunch. I have a report to share. I will be in the office after lunch .. around 2:00. Thank you!

[9:50 AM] Lisa Monnet: Pete, are you amenable to having their team work on the logo and branding slogan?

[9:50 AM] Pete Stade: Absolutely

[9:50 AM] Pete Slade: Ours were concepts, but would welcome their thoughts

[9:51 AM] Lisa Monnet: He said his team can have us something to look at Friday and discuss when he comes in.

[9:59 AM] Lisa Monnet: He wants to take the team to lunch Friday .. his treat. Can you and Molly discuss and let me know where you would like to go so we can reserve. He ask if Ocean Prime was good but I don't know if Ocean Prime is open for lunch?

[9:59 AM] Pete Slade: They are open for lunch. I have been there.

[10:00 AM] Lisa Monnet: Ok. Let me know your preference and how many will go and I will make reservations.

[10:01 AM] Pete Slade: Are you able to catch up with us first thing tomorrow morning? The more time we have to know the plan the better we can be prepared. Otherwise, we can catch up with you later in the day. One idea, would be for us to have some gret food catered into the office and he could spend time with the team there

[10:01 AM] Lisa Monnet: I will be flying back in the morning .. I'll be in the air.

---- Friday November 17, 2017 ----

[12:53 PM] Lisa Monnet: All ready? [12:58 PM] Pete Slade: yes we are:)

[2:47 PM] Lisa Monnet: I should be there in 15. He is a little behind me [2:50 PM] Lisa Monnet: No laptops or phones in the conference room please