

From: Mark Turnbull mark.turnbull@sclgroup.cc
Subject: Re: Concordia // Cambridge Analytica MOU

Date: July 8, 2016 at 05:40

To: Robert Murtfeld robert.murtfeld@cambridgeanalytica.org, Alexander Nix alexander.nix@sclgroup.cc, Brittany Kaiser brittany.kaiser@sclgroup.cc, Jordanna Zetter jordanna.zetter@sclgroup.cc

MT

Outstanding work, Robert. Excellent corporate positioning and a powerful platform for the wider networking exercise we've been discussing.

So two exercises now to run in parallel, as I understand it:

1. Lock in AN's plenary address and panel of fellow speakers so that we've got the strongest possible platform to show our wares and secure the endorsement of influential political figures. I gather Alexander has already reached out to Uhuru Kenyatta, Horacio Larreta and others to begin that process
2. Identify and invite a wider list of prospective clients to the event (electoral candidates up to two years out, which Brittany, you and I can work through).

If we do this properly we should have a hectic new business schedule for the next 12 months!

Look forward to catching up with you either later today or early next week.

Best regards
Mark

On 8 July 2016 at 11:36, Robert Murtfeld <robert.murtfeld@cambridgeanalytica.org> wrote:

Dear Mark,
You should be in copy here.
R

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

From: **Alexander Nix** <alexander.nix@cambridgeanalytica.org>
Date: 7 July 2016 at 14:12
Subject: Re: Concordia // Cambridge Analytica MOU
To: Brittany Kaiser <brittany.kaiser@cambridgeanalytica.org>
Cc: Robert Murtfeld <robert.murtfeld@cambridgeanalytica.org>, Jordanna Zetter <jordanna.zetter@sclgroup.cc>

I have not read the MOU, but I am happy to proceed with concordia
A

On 7 Jul 2016, at 16:22, Brittany Kaiser <brittany.kaiser@cambridgeanalytica.org> wrote:

I think this looks fantastic. We are definitely getting great value. Well negotiated, Robert!

Alexander, upon your final approval we would like to move forward with the MOU provided. Do let us know if you require any changes.

Best to all,

B

On 7 July 2016 at 15:28, Robert Murtfeld <robert.murtfeld@cambridgeanalytica.org> wrote:

Dear Brittany,

This is a quick message on the attached. Let me know your opinion.

I am also writing with Jordanna in copy about the promise by Concordia to give us 25 places at the summit. Jordanna leads on the production of invitations for our sales reception on 20 Sept. Maybe we can harmonize some invites for our reception with the places at Concordia?

This is subject to that we sign the MoU. It looks like that there is no obligation on membership and we could defer joining to after the summit, i.e. wanting the product to be delivered first. Let me know your thoughts and we can get back to Mark and Alexander thereafter

thoughts and we can get back to Mark and Alexander tomorrow.

Talk soon,
Robert

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

From: **Robert Murtfeld** <robert.murtfeld@cambridgeanalytica.org>
Date: 7 July 2016 at 09:01
Subject: Fwd: Concordia // Cambridge Analytica MOU
To: Brittany Kaiser <brittany.kaiser@cambridgeanalytica.org>

FYI

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From: **Donniell Silva** <dsilva@concordia.net>
Date: 5 July 2016 at 10:00
Subject: Concordia // Cambridge Analytica MOU
To: Robert Murtfeld <robert.murtfeld@cambridgeanalytica.org>
Cc: Matthew Swift <mas@concordia.net>

Hi Robert,

I hope all is well! Please see the attached MOU outlining the nature of the programming partnership, from branding & logo placement to expanded invitation rights, as well as a suggested pre-Summit timeline.

Look forward to working with you these next few months!
Donniell

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Donniell E. Silva
Director of Programming



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Mark Turnbull

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