

From: Ramsey Elkholy <[REDACTED]>

To: jeffrey E. <jeevacation@gmail.com>

Subject: Re: L'Officiel

Date: Tue, 25 Oct 2016 06:02:41 +0000

Yes they have a small group of investors and they are more interested in selling their Brazil shares than the USA shares. They told me never mind about the U.S., they have the \$. They are basically trying to dump Brazil, but they have high hopes for the U.S. launch. This is what I'm prepared to offer them:

3% USA = \$350,000

25% Brazil = \$200,000

USA shares: all money up front

Brazilian shares: \$100,000 up front and \$10,000 every other month (or every month) for the next 10 months.

Ben cannot sell the remainder of his shares without mine being sold as well. Ben is based in Paris and is the Brazilian partner. His family is a major shareholder, his grandfather is Georges Jalou, founder of L'officiel/Jalou Media Group. He's basically a trust fund brat/Parisian snob, 33 years old.

From: jeffrey E. <jeevacation@gmail.com>

Sent: October 24, 2016 11:17 PM

To: Ramsey Elkholy

Subject: Re: L'Officiel

Anyone else getting deal

On Monday, October 24, 2016, Ramsey Elkholy <[REDACTED]> wrote:

I am being offered 6% of US L'Officiel for 500k. The valuation they have calculated at 13 mill. That aside, should I go for it for the simple reason that it's pre ipo and i should at least break even on my investment when they go public?

Going back to Brazil first week of Nov. The owner of Joy will be in NY Oct 30th. If you're in town should I bring him over? If you both decide to move forward I can get the ball rolling when I go to SP the following week.

Sent from my iPhone

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please note

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JEE

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