

**From:** Mark Turnbull mark.turnbull@sclgroup.cc  
**Subject:** Fwd: Visit to Sao Paulo  
**Date:** October 24, 2016 at 14:34  
**To:** Brittany Kaiser brittany.kaiser@sclgroup.cc

MT

Brittany -- do I recall correctly that you had a contact in Sao Paulo that I could meet? No worries if not; just that Pedro has been a massive disappointment in setting things up for me.  
Thanks  
M

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

**From:** Mark Turnbull <mark.turnbull@sclgroup.cc>  
**Date:** 24 October 2016 at 18:33  
**Subject:** Re: Visit to Sao Paulo  
**To:** Pedro Vizeu <pedro.vizeu@sclgroup.cc>

Hi, Pedro

We've just had a call with Andre to manage expectations ahead of my visit down there. I am due to meet him and colleagues on Thursday.

The piece that's missing from my itinerary are the meetings that you committed to set up for me -- with senior political and/or business leaders, commentators from the worlds of academia/think tanks, etc. In other words, folks who know what's going on and can give me an insight into the country's political and commercial dynamics/prospects, help me get situated and familiarised. I'm happy to buy them a coffee / lunch / dinner.

I land early on Wednesday morning and am free until early Thursday afternoon. It'll be a real wasted opportunity if I go all the way out there to sit in my hotel room stuck behind a PC! Let me know asap what you have for me, please.

Regards  
Mark

On 20 October 2016 at 19:54, Pedro Vizeu <[pedro.vizeu@sclgroup.cc](mailto:pedro.vizeu@sclgroup.cc)> wrote:

Hi Mark

- top-line thoughts about political and commercial opportunities and issues

Commercial, I believe that the only opportunities are in telco, banking, and energy companies, that will limit our offering to around 20 companies. Anyhow this companies have normally the budgets attached to big marketing agencies, that's why I looked for Gal as part of the deal. The main 'data' international company operating is Experian (invested over \$1.5bn to acquire a local player recently)

Political, not centralised decision making, any leader within the party can become a candidate, new ecosystem is more 'transparent' but still quite 'dark' the way the candidates gets financed. There has been a major scandal [https://en.wikipedia.org/wiki/Operation\\_Car\\_Wash](https://en.wikipedia.org/wiki/Operation_Car_Wash) in which former speaker of the congress is being investigated for taking over 240million in bribes, also ministers, and high executive of public companies, political marketers and advisors are investigated or in jail...

- list of key contacts (3 or 4 senior political/business leaders) who you can arrange for me to meet, working around the initial schedule of meetings that Andre is putting in place

I am on it, and will get back to you ASAP

- Address of the SCT office (I'd like to swing by and check it out)

• Address of the SCL office (I'd like to swing by and check it out)

We are not renting the office space for the period since I am not there. Anyway you can check it out, you will need to arrange with the building manager if you want him to give you a tour. The address is: R. Estados Unidos, 367, Jardins.

Pedro Vizeu-Pinheiro  
Head of SCL Brazil

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El 20 oct 2016, a las 19:20, Mark Turnbull <[mark.turnbull@sclgroup.cc](mailto:mark.turnbull@sclgroup.cc)> escribió:

Pedro

As you can see from the below, arrangements have now been set in train for my trip to SP next week.

What would be very helpful from your side is as follows:

- top-line thoughts about political and commercial opportunities and issues
- list of key contacts (3 or 4 senior political/business leaders) who you can arrange for me to meet, working around the initial schedule of meetings that Andre is putting in place
- address of the SCL office (I'd like to swing by and check it out)

Let me have what you can in writing, and let's talk tomorrow.

Cheers

Mark

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

From: **Mark Turnbull** <[mark.turnbull@sclgroup.cc](mailto:mark.turnbull@sclgroup.cc)>

Date: 20 October 2016 at 17:42

Subject: Re: Visit to Sao Paulo

To: Andre Torretta <[torretta@ponteestrategia.com.br](mailto:torretta@ponteestrategia.com.br)>

Cc: [galbarradas@uol.com.br](mailto:galbarradas@uol.com.br), Pedro Vizeu <[pedro.vizeu@sclgroup.cc](mailto:pedro.vizeu@sclgroup.cc)>, Alexander Nix <[alexander.nix@sclgroup.cc](mailto:alexander.nix@sclgroup.cc)>, Julian Wheatland <[julian.wheatland@sclgroup.cc](mailto:julian.wheatland@sclgroup.cc)>, Tee Edwards <[tee.edwards@sclgroup.cc](mailto:tee.edwards@sclgroup.cc)>, Alex Tayler <[alex.tayler@sclgroup.cc](mailto:alex.tayler@sclgroup.cc)>, Livia Krisandova <[livia.krisandova@sclgroup.cc](mailto:livia.krisandova@sclgroup.cc)>

Dear André

Thank you for making yourself available for meetings next week. I am very much looking forward to meeting you and your colleagues for some fruitful discussions. Unfortunately, Pedro Vizeu is detained in Europe so I will be coming alone. I will forward details of my travel arrangements as soon as they're confirmed.

With a view to making the most of our time together, let me share some thoughts in advance, and perhaps we can discuss further on Monday as we finalise the agenda.

The principal purpose of my visit is for us to put in place a strategic partnership between our two companies that will enable us jointly to offer government and commercial/brand clients advanced data analytics and behavioural communications.

Taking forward our initial discussion, we will have an opportunity next week to explore in greater detail:

- how our approaches, skill sets, technologies and product offerings complement each other and give us distinct competitive advantage
- how we structure and resource our partnership, the terms of the deal
- outline plan for new business development in the next 3-6 months, and next steps

More broadly, I would aim to come away with a much better understanding of:

- the commercial and competitive environment in Brazil – with a focus on immediate opportunities
- available data sets (government, political, commercial, lifestyle and other) which we can procure in Brazil
- the political landscape – with a focus on how we position and pitch for the 2018 elections (presidential, National Congress, state governors and state legislatures)

What would be particularly helpful is to have introductory meetings with a select two or three of your current clients. I appreciate that it's short notice but if we could land at least one pilot project that would make an excellent start to our relationship; at the very least it will give us an opportunity to gauge first-hand the potential appetite for our offering and the sorts of questions that we're likely to face in taking it to market. We will of course agree a commission arrangement with you ahead of time, given that we won't yet have our partnership deal in place.

Further thoughts to follow, but I look forward to hearing back from you and agreeing an initial schedule of meetings.

Best regards

Mark

On 20 October 2016 at 12:40, Mark Turnbull <[mark.turnbull@sclgroup.cc](mailto:mark.turnbull@sclgroup.cc)> wrote:

Thank you, André. I look forward to hearing back from you, and will in turn drop you a longer note shortly.

M

On 20 October 2016 at 11:47, Andre Torretta <[torretta@ponteestrategia.com.br](mailto:torretta@ponteestrategia.com.br)> wrote:

Dear Mark,

No problems at all.

That's great you can come to São Paulo in these dates.

Pls give me a couple of hours in order to conciliate our agendas, and inform you the best time for meeting.

Best,

André

Enviado do meu iPhone

Em 20 de out de 2016, às 06:24, Mark Turnbull <[mark.turnbull@sclgroup.cc](mailto:mark.turnbull@sclgroup.cc)> escreveu:

Dear Andre and Gal

I hope this finds you well, and am delighted to be back in touch. It's been some time since we spoke and exchanged an understanding

of our respective operations, and with Pedro's help we've been juggling schedules ever since to find a window for a visit to Sao Paulo so that we can put in place a strategic partnership between us. My apologies; it hasn't helped that I've been out of the country for much of the past three weeks.

The purpose of this note is to let you know that I have now cleared the diary at the back end of next week, and if convenient for you I plan to be in Sao Paulo for the three day period of Wednesday to Friday, 26-28 October.

I look forward to discussing and finalising an agenda for the visit but the immediate priority is to confirm the dates and make the necessary travel arrangements. As soon as I hear back from you I will do so, and then be back in touch at greater length.

Best regards

Mark

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