

**From:** Mark Turnbull mark.turnbull@sclgroup.cc

**Subject:** Re: Following our meeting

**Date:** October 19, 2016 at 08:48

**To:** Abdulai Koroma [abduhai.koroma@sierra-rutile.com](mailto:abduhai.koroma@sierra-rutile.com)

**Cc:** John Sisay [john.sisay@sierra-rutile.com](mailto:john.sisay@sierra-rutile.com), Julia Yun Hulme [jhulme@omniastrategy.com](mailto:jhulme@omniastrategy.com), Brittany Kaiser [brittany.kaiser@sclgroup.cc](mailto:brittany.kaiser@sclgroup.cc), Sabhita Raju [sabhita.raju@sclgroup.cc](mailto:sabhita.raju@sclgroup.cc), Tee Edwards [tee.edwards@sclgroup.cc](mailto:tee.edwards@sclgroup.cc)

Roger that. Standing by.  
Mark

On 19 October 2016 at 14:44, Abdulai Koroma <[abduhai.koroma@sierra-rutile.com](mailto:abduhai.koroma@sierra-rutile.com)> wrote:

Dear Mark,

Thank You.

Will certainly firm up a date soon as.

Kind Regards,  
Abdul.

Sent from my iPhone

On 19 Oct 2016, at 10:31, "Mark Turnbull" <[mark.turnbull@sclgroup.cc](mailto:mark.turnbull@sclgroup.cc)> wrote:

Dear Abdul

Many thanks for getting back to me. Our best wishes for a successful conclusion to the transaction and we very much look forward to picking up our discussion in person in London in early November. Do let me know when your travel plans firm up and we'll put a date in the diary.

Best regards  
Mark

On 17 October 2016 at 17:08, Abdulai Koroma <[abduhai.koroma@sierra-rutile.com](mailto:abduhai.koroma@sierra-rutile.com)> wrote:

Dear Mark,

Thanks for getting in touch and thank you for meeting with us in New York.

We are at the tail end of the SRL transaction and it has meant all hands have been on deck.

We should be in the UK in early Nov and I will suggest if you are around we all meet ?

In the interim I will discuss further with John on what his thoughts are, ahead of us sitting down.

All plans for life after SRL are still very much in place and we are doing all needed to maintain the momentum in-country.

Thanks for all, see you soon and I hope all is well your end too.

Regards,  
Abdul.

Sent from my iPhone

On 17 Oct 2016, at 09:25, "Mark Turnbull" <[mark.turnbull@sclgroup.cc](mailto:mark.turnbull@sclgroup.cc)> wrote:

Dear John

I hope this finds you well and that you will not mind my being in touch again. I had not heard back from you and just wanted to make sure that my previous e-mail reached you (it's possible the size of the attached brochure prevented it from getting through).

These are momentous days for Sierra Rutile and you will have your hands full with the prospective merger with Iluka. I'm not sure how, if at all, the outcome will affect your own political aspirations with respect to the 2018 election but we would be delighted, as and when your schedule allows, to pick up on our previous discussion. We have some ideas about a potential approach which we'd like to share with you.

In the meantime I wish you every success in your negotiations and look forward to hearing from you in due course.

Best regards

Mark

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

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

Date: 23 September 2016 at 12:29

Subject: Following our meeting

To: [john.sisay@sierra-rutile.com](mailto:john.sisay@sierra-rutile.com), [abdulai.koroma@sierra-rutile.com](mailto:abdulai.koroma@sierra-rutile.com)

Cc: Julia Yun Hulme <[jhulme@omniastrategy.com](mailto:jhulme@omniastrategy.com)>, Brittany Kaiser <[brittany.kaiser@sclgroup.cc](mailto:brittany.kaiser@sclgroup.cc)>

Dear John

It was a great pleasure to meet you and your colleague, Abdulai, on Wednesday and I'm grateful to Julia for making the introduction.

Brittany and I came away from our discussion struck by your commitment to transform the economic and political landscape of Sierra Leone – as a recent article in Awoko put it, “*to introduce a paradigm shift in the socio-political narrative of our society.*” As one of the country's most successful entrepreneurs you have the authority and track record to make good on that claim; and are already generating excitement and galvanising the youth through the *Join 4 Betteh Salone (J4BS)* campaign.

Given recent developments in Sierra Leone and the combination of factors currently in play – a weak economy, growing public disillusionment and a complacent ruling party – there is clearly an opportunity for fresh thinking and a new face, particularly one that cuts across ethnic and regional lines in delivering a message of hope and transformation.

We would be honoured to assist you on that journey to the highest political office, and would welcome an opportunity to discuss further what form that might take.

We really had only a few moments to give you a flavour of who SCL is and what we do; the attached brochure sets it out in greater detail.

In a nutshell, SCL is a leading behavioural research and strategic communications partner for governments, corporations and international organisations worldwide. Our elections division has two decades of experience in electoral campaign management and communications, having aided campaigns in Africa, Asia, the Caribbean, Europe, and the USA. Our recent track record includes advising the Brexit campaign which saw the UK vote to leave the EU, re-branding and positioning Kenya's ruling party ahead of the upcoming election in support of H.E. Uhuru Kenyatta and providing data analytics and messaging support in the current United States election cycle, including for Presidential, Senatorial and Congressional candidates.

You may wish also to view Alexander Nix's presentation at the Concordia Summit (begins at 01:25:15).

<http://livestream.com/concordiasummit/events/6370364/videos/136269136>

I look forward to hearing from you and to continuing our discussion at your convenience.

Best regards

Mark

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**Mark Turnbull**

Managing Director, SCL Elections

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