

Ryan Rager

From: Richard Downey
Sent: Monday, April 8, 2024 2:51 PM
To: Ryan Rager
Subject: FW: MNDA

RICHARD DOWNEY
SVP Connections North America

+1 213 675 0267



connections

Part of the What's Possible Group

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From: Barbara Hagen <bhagen@thriftbooks.com>
Sent: Friday, April 5, 2024 9:11 AM
To: Richard Downey <richarddowney@exactconnections.com>
Subject: Re: MNDA

Sure Tuesday would be best. Let me know what works for you.

As for the distribution it is not even. I can send the splits later today but it's not too dramatic.

Thanks
Barbara

Get [Outlook for iOS](#)

From: Richard Downey <richarddowney@exactconnections.com>
Sent: Friday, April 5, 2024 8:55:15 AM
To: Barbara Hagen <bhagen@thriftbooks.com>
Subject: RE: MNDA

CAUTION: External message.

Hello

Still working through some details so could we move our call to same time Monday or Tuesday please?

Also, I have an additional question is the distribution evenly split between the 5 distribution centers?

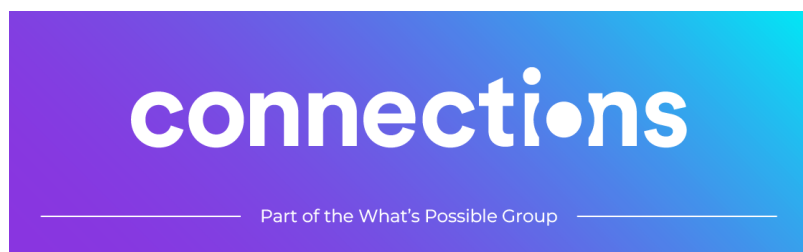
Thank you

Richard

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From: Barbara Hagen <bhagen@thriftbooks.com>
Sent: Thursday, April 4, 2024 9:06 AM
To: Richard Downey <richarddowney@exactconnections.com>
Subject: RE: MNDA

Sorry for the delay!

From: Richard Downey <richarddowney@exactconnections.com>
Sent: Thursday, April 4, 2024 7:50 AM
To: Barbara Hagen <bhagen@thriftbooks.com>
Subject: RE: MNDA

CAUTION: External message.

Hi Barbara.

Could we get the countersigned MNDA when you get a moment please?

Thanks

Richard

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From: Barbara Hagen <bhagen@thriftbooks.com>
Sent: Tuesday, April 2, 2024 6:09 PM
To: Richard Downey <richarddowney@exactconnections.com>
Subject: RE: MNDA

Hi Richard,

Here are some monthly estimates April '24- March '25. These are US shipments only. Our US Shipments are about 96% of total shipments. Additional answers in line below. I can connect on Thursday, I'm on PTO Friday so let me know.

Thanks!
Barbara

Apr '24	1,478,246
May '24	1,536,000
Jun '24	1,577,272
Jul '24	1,612,151
Aug '24	1,812,952
Sep '24	1,592,140
Oct '24	1,647,340
Nov '24	1,826,182
Dec '24	1,880,389
Jan '25	1,970,459
Feb '25	1,653,958
Mar '25	1,693,107

From: Richard Downey <richarddowney@exactconnections.com>
Sent: Tuesday, April 2, 2024 2:05 PM
To: Barbara Hagen <bhagen@thriftbooks.com>
Subject: RE: MNDA

CAUTION: External message.

Hi Barbara.

Now you have our signed version of the MNDA could I ask for the following information so we can start to put together revenue expectations etc?

- Monthly estimated volumes from now until the end of the year? And as far as March 2025 if you have those too? **Listed above**
- Do you have an opted in email list that we may be able to offer to advertisers? **We do have an email list of about 4MM active within the past year and about 11M going back a couple of years. We would be open to doing something with advertisers but it depends on the advertiser and the message.**
- How many Distribution Centers do you have and where are they? **We have 5 PCs (Processing Centers).**

PC	Address
Atlanta	675 Hartman Road #500 Austell, GA 30168
Baltimore	4734 Trident Court Building 1 Halethorpe, MD 21227
Chicago	2413 Prospect Drive Aurora, IL 60502
Dallas	4445 Rock Quarry Road Suite 100 Dallas, TX 75211
Phoenix	9393 West Buckeye Road Suite 125 Tolleson, AZ 85353

- What is the CPM you would like? **Target between \$75-\$100**
- Are there any restrictions as regards size of insert you may be able to accommodate? **Would be limited to our smallest bag. I don't have the size right now but I can get it if needed. I assume the inserts wouldn't be larger than a book? Having some advance notice of size would be helpful.**
- Are there any categories you wouldn't accept? **I can evaluate on a case by case basis but generally no CBD, tobacco, sexual products.**

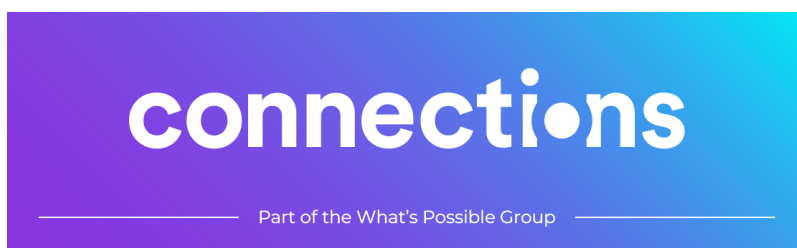
I think that would be enough for now!

Once I have these answers could we reconnect? Thursday or Friday maybe?

Richard

RICHARD DOWNEY
SVP Connections North America

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From: Barbara Hagen <bhagen@thriftbooks.com>
Sent: Friday, March 29, 2024 11:57 AM
To: Richard Downey <richarddowney@exactconnections.com>
Subject: MNDA

Hi Richard,

Great speaking with you. Attached is our MNDA for your consideration.

I look forward to connecting next week!
Barbara