

From: Michael Wichser <MichaelWichser@LiveNation.com>
Subject: Re: CALL Re: CALL Re: Women Nation Fund - Zenitheve
Date: August 2, 2018 at 11:24:40 PM CDT
To: Rae Solomon <raesolomon@zenitheve.com>, Carrie Davis
<CarrieDavis@LiveNation.com>

Thanks Rae. Loved your enthusiasm as well and really enjoyed our discussion.

As far as next steps, I think it would make sense to schedule some time for us to review your business plan in some more detail – in other words, we love the mission and vision, but now need to get some specifics. I have some specific questions below but honestly it would be great if you could share whatever you have in terms of a business plan and any key support for it. Some specific questions I have at this point:

- Please send a summary business plan with financial estimates for what an investment/partnership with Live Nation would look like:
 - What are the key assumptions (ticketing, # days, acts, stages, pricing, sponsorship, artist fees, etc.) for Year 1 of the festival and where you are in procuring the above?
 - Do you have an operating and financing model you can share?
 - What makes you convinced that artists X, Y, Z will be large enough to draw attendance? Do you need an “A” headliner? If so, who would that be?
 - There have been a # of different attempts to create Lilith 2.0...why is this different and why will it work? What have you been able to learn from those who tried before?
- We also need to develop a more complete understanding of what we would be investing in – we almost exclusively discussed the vision for the festival, but if it were just a festival, we could do a co-pro deal of course and you would keep all your equity! So can you outline for us what the vision for the underlying business is and why an equity deal makes sense?

- How do you plan to staff the organization?

Please let us know if you are able to put the above together and then once ready, let's aim to set up a follow-up discussion to work through.

Look forward to working together,
Michael

Thanks.
Michael

Michael Wichser
(310) 867-7199

From: Rae Solomon <raesolomon@zenitheve.com>

Date: Wednesday, August 1, 2018 at 12:09 PM

To: Carrie Davis <CarrieDavis@LiveNation.com>

Cc: Krystal Henderson

<KrystalHenderson@livenation.com>, Michael Wichser

<MichaelWichser@LiveNation.com>

Subject: Re: CALL Re: CALL Re: Women Nation Fund -
Zenitheve

Hi guys,

I'm reaching out to touch base on our call from last week.

I love your enthusiasm and am looking forward to talking with you about this more. I wanted to check and see how everything is coming, to schedule a follow up and and see if there is anything I can provide to help move things along.

Thank you and talk to you soon.

Rae Solomon

Artist, Co-founder and CEO | raesolomon@zenitheve.com
Zenitheve Music Festival | East Hallows LLC
206.914.9814 | www.zenitheve.com

Confidentiality Notice: The content of this e-mail is privileged and/or confidential and to be used only by the intended recipient named above. If you have received this communication in error, you are prohibited from disclosure, copying, distribution or use of this information. Please notify the sender immediately by replying to this message and then delete it from your system.

On Jul 19, 2018, at 7:30 PM, Carrie Davis
<CarrieDavis@LiveNation.com> wrote: