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From: Cindy.Czarnikow@a-bglobal.com on 30/01/06

To: All.Staff@a-bglobal.com

Subject: Davos debrief

Hi Co-humans,

Just back from an incredibly energising few days in the cute Swiss village of Davos. I was fortunate enough to dialogue with many wonderful people on key trends for our global business space and I would like to share some of these insights with you.

The title of this year's forum was The Creative Imperative, and I guess that the fundamental takeaway is that creativity is totally an imperative in the business community!

As my friend Martin Sorrell said so perceptively, the world is changing ever faster, and to succeed in this turbo-charged world, we all need to be flexible!

I'm smiling at you,

Cindy

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Cindy.Czarnikow@a-bglobal.com

Subject: Glad u r back safely!!

Cindy – Did you get the messages I left on your cellphone and home number??? Can we have some f2f today? I think we would both benefit from a debrief after the last few days . . . am hoping the mountain air made you cooler about certain things(!).

Btw, congrats on a great memo this am. My spies in Davos say people were talking about “ideation”, which is a complete rip-off of Creovation™. Hope you put them right. M

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Tangelea.Woods@a-bglobal.com

Subject: No silos here!!

Hi Tangelea,

Just seen your request that we clarify the parameters of your job to minimise “overlap” with Trixie. Frankly, I’m a little surprised and disappointed at this. Trixie is my publicist and personal branding guru – you remain my PA. Can I also remind you that with my holistic hat on I am outlawing any talk about what is/isn’t the job of one person?? No silos on my bench!!!

Bestest, Martin

PS if you want to feel useful, can you get me Bono’s e-mail address?

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Bono@youtwo.com

Subject: Red and Integethics™

Hi Bono!

Let me introduce myself. The name is Martin Lukes and I am Chief Personal Ethics Champion and Chief Holistic Officer at a-b glöbâl.

I don’t know if a new concept in the ethical space called Integethics™ has crossed your radar of late. The idea was developed by myself and has some uncanny commonality with your new “Red” brand. There is a clear win/win for us if we partner the two. You can provide the “glamour” and we could provide the intellectual know-how, if you will.

Needless to say, I’m a huge fan of your music. Esp like “I Still Haven’t Found What I’m Looking For” – I believe the day we stop searching is the day we stop growing!!

All my very bestest, Martin

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Fiona.Shackleton@phb.co.uk

Subject: Millar/McFarlane

Fiona – Have just seen your message suggesting that my wife and I go for a clean break in financial terms. Although I am in favour of keeping this as harmonious as possible, in the interests of fairness I believe I am entitled to half of her bonus as share options, as I was largely responsible for her career

success down the years. I trust you've been following the Millar/McFarlane case – where the courts seem to be upholding this principle.

Martin

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Bono@youtwo.com

Subject: Red???

Hi Bono – Don't know if you've had time to peruse my message of this am. Have had a couple of further thoughts.

Thinking out loud, is the name "Red" cast in stone? Red is for stop, and also for lefties. Have you considered Amber instead? Amber is a more arresting colour and is all about future possibilities. I also wondered if you are sure you want ALL the monies to go to Aids in Africa. Obviously, that's a worthwhile cause, but it has been around for a bit, so doesn't really have the Wow! factor.

I'm around later today if you want to kick these ideas around . . .

Bestest, Martin

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Cindy.Czarnikow@a-bglobal.com

Subject: Urgent meeting!

Hi Cindy

Can we have an urgent meeting re a joint venture I'm discussing with Bono? All v hush-hush at this juncture, though would be good for you and I to try to nail down some parameters.

Bestest M

PS Still no response to my earlier messages . . .

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Tony.Swann@gwc.com

Subject: CC and other matters!

Hi Tony

Everything completely mad at this end. CC has disappeared from my radar screen completely and is

refusing all contact.

I'm pretty sure she'll come round in time, so am being incredibly professional about it all and giving her a lot of space.

Re your interview next week. You are going to be seen by myself and Marshall Pfeiffer. Don't worry about him – he'll do what I say – though I think you should bear in mind that he is an unreconstructed former Marine. You might buy one of those military management books to read on the plane so you can talk the same talk.

Must dash now as dentist beckons . . .

Cheers, Mart

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Trixie.Cook@a-bglobal.com

Subject: My poor gnashers

Hi Trixie – My teeth are literally on edge after a v unpleasant session at yr dentist. Can you get me some lukewarm tea? Can't take anything hot or cold or fizzy . . . M

From: Martin.Lukes@a-bglobal.com on 30/01/06

To: Cindy.Czarnikow@a-bglobal.com


Subject: Is anyone there????

Cindy – Still no reply from you. I just wanted to dialogue re Bono. That was ALL . . . M

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