14 December 2020 Reference: Peregrine Marketing Launch Agreement, July XX, 2020

David Rankin, President

Peregrine Avionics, LLC

7385 South Peoria Street, Unit C4
Englewood, CO 80112

David,

We are pleased to have been engaged by Peregrine during 2020. We are looking forward to continuing our business relationship for 2021.

In review of our activity for 2020, we provided the following:

1. Support of Peregrine and ACA
	1. Sales pursuits (FedEx, Textron, Alaska Airlines and Horizon)
	2. RTCA support
2. Continued maintenance and evolution of existing website
3. Development and launched renewed peregrine.aero website
4. Press releases and Constant Contact communications for:
	1. 560XL ACA
	2. PC-12 Gogo AVANCE L3
	3. G700 TXi STC EMB-120 Press
	4. G700 TXi STC EMB-120 Operator
	5. ACA G-IV
	6. ACA CL-600 Series
	7. G700 TXi STC Expertise for Your Next Upgrade Project
5. Preparation for future communications for:
	1. Bombardier CL Exclusive ACA
	2. G150 Actuator Heater
	3. ODA

We look forward to completing items that remain pending

1. Webinars
2. Website evolution and maintenance

Most importantly, we look forward to continuing our business development guidance, input and communications to assist Peregrine in their growth plans.

Thanks for letting us be a part of Peregrine Avionics, LLC’s business.

Very best regards

Lee Carlson

*Co-Founder & Managing Partner*

*AviaGlobal Group, LLC*

AviaGlobal Group respectfully proposes the following **2021 follow-on** to the reference Marketing Relaunch Proposal, date 10 July 2020, from Dave Rankin. We have inserted the entire original referenced proposal from Peregrine, indicating **proposed additions in bold**.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Marketing Relaunch Proposal**

This proposal outlines the terms of an agreement for marketing services through 2021. As Peregrine pursues its growth initiatives and responds to changes in market demand and economic conditions, it needs to engage a progressive, current and highly effective marketing campaign. Peregrine believes AviaGlobal Group (“AGG”) is capable of providing such level of service and Peregrine desires to hire AGG to do so for 2021.

Under this agreement, AGG’s role will be to build Peregrine’s brand and bring prospects into its sales funnel. AGG will conduct all marketing planning and execution activities approved by Peregrine necessary to reach its strategic goals to include, but not limited to, the following:

* Website 2.0 Evolution and Maintenance
	+ Following the formal site launch in January 2021, AGG will establish and maintain both Web 2.0 site content and structure, along with management of the web hosting service for peregrine.aero.
	+ Key ongoing Website Evolution and Maintenance Tasks & Responsibilities
		- Update and maintain announcements and breaking news on a monthly basis
		- Post press releases and news information to the website
		- Incorporate Constant Contact landing pages to correlate to the emailed messages, and coordinate content and imagery between the emailed messages and the website
		- Post webinar announcements and maintain the webinar archive
		- Install and maintain website security tools, related to SSL certificates, user login controls, malware scans and 2FA (Two Factor Authentication) tools.
		- Manage the User Login area of the website, establishing the means for users/customers to download licensed content from Peregrine (e.g. STC documentation, etc.), and to upload information to Peregrine related to user/customer activities.
* As frequently as monthly email campaigns (Constant Contact & LinkedIn) per agreed schedule.
* **Press Releases per agreed schedule and as frequently as bi-weekly by 12/31/2021.**
	+ **AGG will draft press release information featuring Peregrine announcements for approval by Peregrine prior to filing.**
	+ **Peregrine will provide essential press contacts for AGG to include in press release distribution**
* **As frequently as monthly, AGG proposes three webinars per agreed schedule by 12/31/2020.**
	+ **Possible Topics (compelling webinar titles to be developed):**
	+ **COVID-19 Solutions: ACA STC, presentation and Q&A w/David Rankin and ACA principals**
	+ **Cockpit Retrofits - EMB-120 G700 TXi (begin with video, short pitch, interview with David Rankin)**
	+ **Welcome to our ODA!**
	+ **Or other topics as mutually agreed**
* Transmit to Peregrine all sales inquiries and prospects.
* Where appropriate, arrange Zoom meetings with significant sales prospects.

AGG will conduct weekly 1-hour meetings with the Peregrine executive team to review progress and obtain approval of proposed actions.

In exchange for its services hereunder, AGG will be paid a flat fee of $6,000 per month covering Jan 1, 2021 through the end of December 31, 2021, to be paid on the first day of the following month. At the end of this year, Peregrine and AGG will discuss the possibility of extending this arrangement into the future.

Understanding the unpredictability of the business climate in 2021, AGG proposes that the agreement be reviewed on a quarterly basis and offers a throttling option wherein AGG will agree to reduce the scope of its effort to website evolution and maintenance, and press release coverage for the subsequent quarter at a rate of $2,000 per month.

We look forward to a productive and successful relationship with AGG. If this agreement is acceptable, please sign and return a copy of this document.

Best regards,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

David Rankin, President, Peregrine Avionics, LLC Date

Agreed and accepted,

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Lee Carlson, a Managing Member, AviaGlobal Group, LLC Date

**2020 Rate Sheet**

**Fees: (based on principle location of services)**

*Rates presented for consulting services are shown for short term (less than one year) duration. AviaGlobal Group will be pleased to provide a custom quotation for long-term customer engagements*

**Consultation Services: (exclusive of expenses) Project-based:**

AviaGlobal Group will provide custom quotations based on a mutually agreed Statement of Work (SOW)

**Consultation Services: (exclusive of expenses) time and material:**

**North America and Europe**

Hourly: $125 / hour / principal

Off-Site Daily: $1,000 / day / principal

Convention Booth: $1,000 / day / principal

Monthly: $20,000 / month / principal

**Retainer: (exclusive of expenses)**

Hourly: $120 / hour / principal (8 hour / month, 3 months minimum)

**ROW:**

Custom quotation in USD

**Expenses:**

**Third-party Services:** Quoted separately and preapproved

**Travel (AviaGlobal Group LLC will arrange and bill or Client pre-pay and arrange):**

*AviaGlobal Group will make Reasonable efforts to secure competitive air fare, lodging, ground transportation and incidentals and will provide estimates for preapproval:*

Domestic air travel: Actuals (“Coach+, Economy Plus, Premium Economy” seating)

International air travel: Actuals (Business class > 8 hrs total flight time)

Rental Car: Actuals, Intermediate

Tolls & Parking: Actuals

Ground transportation: Actuals – Uber, taxi, train, bus, boat, ferry;
Personal vehicle: $.75 / mile

Lodging: Actuals

**Meals, Entertainment and Incidentals:**

Meals & Incidentals: Actuals or as applicable, GSA Rates

Entertainment: Actuals, preapproved by client

**Incidentals:**

Conference & Convention fees: Actuals (or client pre-pay and arrange)

Membership & subscriptions: Actuals (or client pre-pay and arrange)

Unique software: Client to extend license, access or actual costs

Printing: FedEx Office rates

Shipping: Actuals (in and out)

**Travel Only Days:**

Domestic: $500/ day 48 States, $700 day/ Alaska & Hawaii
$500/ day intra-Europe

International: $800/ day international for each cumulative 24 hours between departure site and final arrival site.

**Terms:** Net 15, United States Dollars, wire transfer, ACH or credit card, free of fees or bill-back transaction feesEx Works Supplier Facility AviaGlobal Group LLC, Phoenix, AZ

**Details:**

EIN: 83-3660810

DUNS: 117014653

CAGE:

**Payment:**

Mailing Address: 33210 North 12th Street
Phoenix, AZ USA 85085
623-434-1750

ACH: Preferred and will be provided