12 June 2020

David Rankin

Peregrine Avionics, LLC

7385 South Peoria Street, Unit C4  
Englewood, CO 80112  
Vista, CA 92081

Dear David:

We are pleased to be marketing managers for Peregrine as you expand your business activity with the Organization Designation Authorization (ODA), the Aircraft Clean Air supplemental type certificate (STC) activity and the Garmin G700 EMB-120 STC. With the Constant Contact outreach program and website updates, AviaGlobal Group, LLC, (AGG) is blah blah blah

Separately and in addition to our commission sales agreement, we are looking forward to continuing and expanding our marketing involvement with Peregrine. Our objective is to further enhance the visibility of the unique strengths of Peregrine to the aviation community with strategic marketing and press campaigns to highlight the engineering services available from the company.

Our near-term plans, including work already in progress, include:

1. Updating the current Peregrine website with announcements and timely messaging
2. Customer relationship management (CRM) refinement with Zoho and Constant Contact databases with correct and relevant information
3. Creating an impactful press campaign for the ODA announcement to ensure reaching key aviation decision makers

Looking forward, we are working on and planning:

1. Development and maintenance of a more flexible website improving ease of updating for Peregrine and attractiveness to the website visitor
2. Capturing website data and improving visibility through analytics and search engine optimization (SEO)
3. Continued CRM refinement of Zoho and Constant Contact databases
4. Developing and executing a press campaign strategy to keep Peregrine activity reaching key customer decision makers

Our suggested approach includes employment of an aviation-savvy public relations firm to assist in press activity, the seamless migration of the Peregrine website to another host and the continued active involvement of the AGG team.

We propose transitioning our relationship with Peregrine, in a stepwise manner, from the current model to a longer-term retainer basis. We have attached the following proposal and timeline that we are confident can match the financial status and outlook of Peregrine and AGG.

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

Very best regards

/s/

Lee Carlson

*Co-Founder & Managing Partner*

*AviaGlobal Group, LLC*

***Marketing Strategy Proposal***

We are please to formalize the marketing management engagement with Peregrine as an extension to the agreed-to commissioned sales agreement, dated DD MMM 2020.

The tasks are divided into phases for financial considerations and are not intend as a menu of options.

**Phase 1: $3,800**

* COVID-19 and ODA Announcement Activity
  + Website update, CRM and Constant Contact activity
  + ODA Press Release and press campaign
  + Coordination of PR activity
    - Develop a press and media plan for STC-ODA announcement – including press release creation, distribution to media, research, and follow-up to arrange interviews, and pitch future articles, and subject matter expert to media contacts (using AGG, PR Firm and Peregrine contact lists).
    - Additionally, AGG will work to develop
      * Additional articles, content, FAQs, for website
    - AGG will prepare proposals for additional cost activities that include:
      * Other marketing tasks, including advertising (digital, print), direct mail marketing, testimonials, and tradeshow prep

**Phase 2: $10,000**

* New Website and Migration
  + Current website activity Included
  + Establish SEO and analytic functions
* Continued CRM and Constant Contact activity and support

**Retainer Phase: $7,500 / Month**

* Marketing strategy planning and execution
  + ACA
  + Garmin G700 EMB-120
  + FATB
  + Recording Systems for light aircraft and helicopters
  + …
* Ongoing, on-call support
* Website maintenance
* SEO and analytic activity
* Press release campaign and monthly press release and “Coordination of PR activity” as described above in Phase 1
  + Additional press campaigns during month priced separately

Specific term, conditions and reimbursement for pre-approved expenses not included in the proposal are shown in the “AGG 2020 Rate Sheet” attached as part of this proposal.