

12 June 2020

David Rankin, President  
Peregrine Avionics, LLC  
7385 South Peoria Street, Unit C4  
Englewood, CO 80112

David,

We, Peregrine and AviaGlobal Group, are making reasonable progress in the area of re-launching Peregrine's overall marketing efforts. We mean "Marketing" in the big picture, classic sense of marketing fundamentals; planning, pricing, promotion and distribution of Peregrine services. However, AviaGlobal Group is primarily focused, at this stage, on planning and promotion. We are clearly engaged in the promotion via our direct sales agreement. We are less formally, but still significantly involved in the planning and promotion by, basically, working the marketing support process that promotes Peregrine.

In essence, we function as your tactical marketing support team. We are very pleased to do so and we deeply appreciate your confidence in our ability to add value via direct sales as well as marketing support.

We propose to enhance overall marketing effort, and more specifically marketing support, by organizing, planning and executing the marketing support function in a consolidated, focused effort for Peregrine. Together, we can make the marketing effort much more robust, comprehensive, with the net results having a solid impact to Peregrine business results.

As such, in three phases, we are proposing formalizing AviaGlobal Group's marketing support activities and compensation with Peregrine, as follows (please see details herein)

- **Phase 1: Activities Currently in Work** **\$3,800**
- **Phase 2: New Activities Planned Through End 3Q2020** **\$10,000**
- **Phase 3: Continuous Support Retainer Phase from End Phase 2** **\$7,500 / Month**

The marketing support agreement can be executed either as an extension to the agreed-to commissioned sales agreement, dated 13 February 2020, or as a stand-alone engagement agreement, whichever is more convenient.

The Peregrine name has been and is being linked to new progressive ideas and solutions, starting with the original industry leading STC for ADS-B out, yet doing so in a controlled, organized promotion process. It is important for Peregrine development and business to promote and to do so in a single integrated marketing operation plan and solid execution, with feedback. We can do that for you and Peregrine.

The main objective is to further enhance visibility of Peregrine's unique value to the targeted customer community.

Our near-term work in progress activities include:

- Updating the current Peregrine website with announcements and timely messaging
- Customer relationship management (CRM) refinement with Zoho and Constant Contact databases with correct and relevant information
- Creating impactful promotional campaigns for the ODA, EMB-120 and ACA announcement to ensure reaching key aviation decision makers

Upcoming, planned activities, include the following, as well as evolving marketing support activities such as those associated with FATB:

- Development and maintenance of a more Peregrine administrator user-friendly website that captures the energy and innovative nature of Peregrine's business enterprise, and at same time adds value to the visitor session
- Capturing website data and improving visibility through analytics and search engine optimization (SEO)
- Continued CRM refinement of Zoho and Constant Contact databases
- Developing and executing a press campaign strategy to keep Peregrine activity reaching key customer decision makers

Our marketing support engagement service, includes utilizing a known and trusted aviation-savvy media relations entity. This will enable creating a more effective, robust link with the promotional media/ eMedia environment. This media team member will work as a seamless and embedded AviaGlobal Group function. We will be responsible for their activities and production as a part of our marketing support services.

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 feel can align with Peregrine and AviaGlobal Group financial and business expectations.

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 pleased to present this project-based proposal. This can be executed either as an extension to the agreed-to commissioned sales agreement, dated 13 February 2020, or as a stand-alone engagement agreement, whichever is more convenient.

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

### **Phase 1: Activities Currently in Work**

**\$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 preparation

### **Phase 2: New Activities Planned Through End 3Q20**

**\$10,000**

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

**Included**

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**Phase 3: Continuous Support Retainer Phase**

**\$7,500 / Month**

- Commencing at Completion of Phase 2
- For a period of 12 consecutive months, renewable, cancelable
- 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 “2020 Rate Sheet” attached as part of this proposal.

## 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)
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#### 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 fees  
Ex 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