

## Short Message Report

Conversations: 1	Participants: 8
Total Messages: 64	Date Range: 6/13/2019

### Outline of Conversations



**mkt-comms - 2019/06/13** • 64 messages on 6/13/2019 • CJ Han <cj@terra.money> • Daniel Shin • Daniel Shin <daniel@terra.money> • Do Kwon <do@terra.money> • Gigi Kwon • Gigi Kwon <gigi@terra.money> • Joon Kim • Joon Kim <j.k@terra.money>

**PLAINTIFF'S  
EXHIBIT**

**143a**

23-cv-1346 (JSR)

## Messages in chronological order (times are shown in GMT +00:00)

-  **mkt-comms - 2019/06/13**
- D** Do Kwon <do@terra.money> 6/13/2019, 3:53 AM  
Gigi Kwon did you share the expected qna?
- D** Do Kwon <do@terra.money> 6/13/2019, 3:53 AM  
With reporters
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 3:54 AM  
Do Kwon If you are referring to the 5 question qna, yes
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 3:54 AM  
(<<https://terra-money.quip.com/2inwAuorDEro/Chai-Launch-Comms>>)
- D** Do Kwon <do@terra.money> 6/13/2019, 3:54 AM  
Why would you do that
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 3:56 AM  
Because based on our internal discussions, we wanted to make it clear to media that terrax is not chai. Instead we would hint to the community that it's related.
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 3:56 AM  
what's the issue atm?
- D** Do Kwon <do@terra.money> 6/13/2019, 3:57 AM  
This asshole just shared the qna
- D** Do Kwon <do@terra.money> 6/13/2019, 3:57 AM  
차이에 블록체인 기술을 적용하지 않은건
- D** Do Kwon <do@terra.money> 6/13/2019, 3:57 AM  
사실이 아닌데
- D** Do Kwon <do@terra.money> 6/13/2019, 3:58 AM  
That's straight up factually incorrect
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 4:01 AM  
We phrased it as “블록체인 기술을 접목할 수 있는 방안 공동 모색 중” in our official comms, so looks like the reporter took it one step further. **Redact - Priv**
- Redacted - Priv**
- D** Do Kwon <do@terra.money> 6/13/2019, 4:05 AM  
그냥 제가 알아서 디스코드에서 대응할게요
- D** Do Kwon <do@terra.money> 6/13/2019, 4:06 AM  
앞으로 체인쓰냐고 물어보면 그냥 finder 링크 던져주고 수수료 올라간거 보여주겠음
- D** Do Kwon <do@terra.money> 6/13/2019, 4:06 AM  
Ok?
- D** Do Kwon <do@terra.money> 6/13/2019, 4:06 AM  
And if you can tell that asshole to take his post down

- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:06 AM  
 Gigi Kwon
- G     **Gigi Kwon <gigi@terra.money>** 6/13/2019, 4:07 AM  
 Do Kwon I'll ask. Will probably not take down but make changes to it.
- G     **Gigi Kwon <gigi@terra.money>** 6/13/2019, 4:35 AM  

Redact - Priv

 but we are getting questions on whether CHAI is using Terra's blockchain and if so in what way, and for now, I'd like to phrase it as "CHAI is currently testing with Terra's blockchain technology. More details will be shared later." Let me know if you have any issues with that.
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:38 AM  
 thats factually incorrect
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:38 AM  
 we are not using any terra blockchain technology
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:38 AM  
 we are using a private blockchain called Tempura
- G     **Gigi Kwon <gigi@terra.money>** 6/13/2019, 4:40 AM  
 I heard that private will be in place next week? Or are we currently using the private right now?
- G     **Gigi Kwon <gigi@terra.money>** 6/13/2019, 4:44 AM  
 If we are using right now or very soon, how does something along the lines of "chai is in the process of implementing a private blockchain powered by Terra" sound?
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:44 AM  
 How about we just dont respond to questions like that
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:44 AM  
 or say we will decline to respond
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:44 AM  
 Private is already running
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:45 AM  
 and chain tx is being committed to columbus
- JK     **Joon Kim <j.k@terra.money>** 6/13/2019, 4:47 AM  

## Redact - Priv
- G     **Gigi Kwon <gigi@terra.money>** 6/13/2019, 4:47 AM  

### Redact - Priv
- G     **Gigi Kwon <gigi@terra.money>** 6/13/2019, 4:47 AM  

### Redact - Priv
- G     **Gigi Kwon <gigi@terra.money>** 6/13/2019, 4:48 AM  

### Redact - Priv
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:48 AM  
 No i mean
- D     **Do Kwon <do@terra.money>** 6/13/2019, 4:48 AM

say we dont want to tell you

D Do Kwon <do@terra.money> 6/13/2019, 4:48 AM  
not that we are exploring

D Do Kwon <do@terra.money> 6/13/2019, 4:48 AM  
does that make sense?

D Do Kwon <do@terra.money> 6/13/2019, 4:48 AM  
you dont have to give information if you dont want to

G Gigi Kwon <gigi@terra.money> 6/13/2019, 4:49 AM  
You dont't but as Joon [Redact - Priv]

G Gigi Kwon <gigi@terra.money> 6/13/2019, 4:50 AM  
[Redact - Priv]

G Gigi Kwon <gigi@terra.money> 6/13/2019, 4:50 AM  
Just making sure we are okay with that

G Gigi Kwon <gigi@terra.money> 6/13/2019, 5:09 AM  
김도윤 took out the sentence and kept things forward looking.

D Do Kwon <do@terra.money> 6/13/2019, 5:16 AM  
Gigi Kwon just dont respond from Chai comms when ppl ask how terra's blockchain is being used

D Do Kwon <do@terra.money> 6/13/2019, 5:17 AM  
Or say "Chai is proprietary and closed source, so it does not discuss its background mechanics externally yet"

G Gigi Kwon <gigi@terra.money> 6/13/2019, 5:19 AM  
Noted

D Do Kwon <do@terra.money> 6/13/2019, 9:40 AM  
<[https://www.coindesk.com/terra/?utm\\_source=telegram&utm\\_medium=push&utm\\_campaign=Messenger&utm\\_content=article](https://www.coindesk.com/terra/?utm_source=telegram&utm_medium=push&utm_campaign=Messenger&utm_content=article)> 코인 데스크코리아: 테라, 동남아에 집중... 한국시장 포기하나?

D Do Kwon <do@terra.money> 6/13/2019, 9:40 AM  
Lets stay away from terrax will operate in seasia or whatever

D Do Kwon <do@terra.money> 6/13/2019, 9:40 AM  
Terra payments are chai

D Do Kwon <do@terra.money> 6/13/2019, 9:40 AM  
Gigi Kwon

D Do Kwon <do@terra.money> 6/13/2019, 9:40 AM  
Ok?

G Gigi Kwon <gigi@terra.money> 6/13/2019, 9:46 AM  
OK

D Do Kwon <do@terra.money> 6/13/2019, 9:47 AM  
Can we make the above article go away?

G Gigi Kwon <gigi@terra.money> 6/13/2019, 9:48 AM

@o||

- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 9:48 AM  
Do Kwon we can ask for specific edits./
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 9:49 AM  
but I don't know if we want to show him the finder links
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 9:49 AM  
and whatnot atm.
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 9:49 AM  
He's a very suspicious reporter, has been trying to pick holes in our story, so to counter him, we are going to have to be a bit specific.
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 9:50 AM  
He already thinks that there is no way our model can work in Korea due to regulatory issues.
- D** Daniel Shin <daniel@terra.money> 6/13/2019, 11:54 AM  
Question- how many media are there that are getting deep into specifics on how chai works?
- D** Do Kwon <do@terra.money> 6/13/2019, 3:05 PM  
Just out of curiosity its super easy to figure out Chai transactions are mapped to transactions on Columbus
- D** Do Kwon <do@terra.money> 6/13/2019, 3:06 PM  
is our strategy for reporters to not be able to find that out?
- D** Do Kwon <do@terra.money> 6/13/2019, 3:06 PM  
already lots of people figured out their own wallet addresses
- D** Do Kwon <do@terra.money> 6/13/2019, 3:06 PM  
and some have (this is harder, so not sure how) discovered evidence of the tempura blockchain too
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 3:24 PM  
The idea was that we'd position Terra and Chai as an MOU partnership (nothing concrete) and take a very conservative approach. That's why we rolled back the whole "Chai is Terra's dApp" messaging. And it's easier to say more later than have to take back anything when Chai's banking relations are jeopardized. And once Terraform Korea is set and the private blockchain is running, we'd be more comfortable to go stronger on comms. We always knew the mou announcement would be a short-term game since it won't be hard to find details if you are looking for it, but we were trying to buy time.
- G** Gigi Kwon <gigi@terra.money> 6/13/2019, 3:24 PM  
I chatted a bit with Dan tonight, and to counter some of the unflattering Terra articles, we are thinking about having off-the-record conversations with those reporters. This might help reporters understand that there is a deeper relationship between Terra and Chai, but details can't be shared.