

Message

From: Brian Curran [curran@terra.money]
Sent: 1/20/2022 10:09:10 PM
To: Matt Tolve [matt@tribecap.co]
CC: Jeff Kuan [jeffrey@terra.money]; Marc Goldich [marc@terra.money]; Carolyn Pehrson [carolyn@terra.money]; Jessie Slocum [jessica@tribecap.co]
Subject: Re: [Confidential] LFG and Forex Reserve announcements

Hey Jessie,

Nice to meet you. Lmk how I can help answer any questions you may have :)

Thanks,

Brian

On Thu, Jan 20, 2022 at 11:38 AM Matt Tolve <matt@tribecap.co> wrote:
Thanks, Jeff!

Matt Tolve
Tribe Capital
General Counsel & CCO
Cell: 301-775-2387
Email: matt@tribecap.co

On Thu, Jan 20, 2022 at 11:13 AM Jeff Kuan <jeffrey@terra.money> wrote:
[@Brian Curran](#) is your guy!

On Thu, Jan 20, 2022 at 12:59 PM Matt Tolve <matt@tribecap.co> wrote:
Hi Jeff, thanks so much for sending this over and congrats again! This was very clear and helpful. I wanted to connect you with Jessie Slocum from our team who handles media relations, among many other matters here at Tribe. She was hoping to connect with the right person on your team to discuss the forthcoming announcements. Is there a good contact from your team that could connect with Jessie?

Thank you!

Matt

Matt Tolve
Tribe Capital
General Counsel & CCO
Cell: 301-775-2387
Email: matt@tribecap.co

On Tue, Jan 18, 2022 at 8:37 PM Jeff Kuan <jeffrey@terra.money> wrote:
Hey All,

PLAINTIFF'S
EXHIBIT
P048
23-cv-1346 (JSR)

Exciting times are ahead as we're gearing up for the UST Forex Reserve announcement at the end of this month. Thanks for participating and your continued support!

We'd like to provide a high-level overview of the execution plan for the announcement so that you may help co-promo once live, and are aware of how the announcement will be released.

First, one of the things to consider is that the announcement will be broken down into **2 parts**.

1. The formation of the Luna Foundation Guard (LFG), its intended mission/objective, and the LFG website.
2. The UST Forex Reserve announcement by the LFG.

LFG Formation Announcement

We're announcing the formation of the Luna Foundation Guard (LFG) in the Republic of Singapore tomorrow, **Wednesday 01/19 at 4:30 PM PST**.

This will **NOT** include the details for the UST Forex Reserve, which will be the second announcement. The first announcement, including the reference to the Reserve on the new LFG website will still say {REDACTED} is coming soon, alluding to the larger, second announcement for the UST Forex Reserve.

The reasoning for splitting the announcement is that TFL will be funding LFG with a 50 million LUNA gift from the TFL wallet several hours after this announcement, which will be verifiable on-chain and requires publishing beforehand so that our community and investors are aware that 50 million LUNA will temporarily enter the circulating supply – available to view on multiple public analytics sites.

The LFG formation announcement will be accompanied by a press release and Tweet thread from the Terra Twitter account at the time above. However, the actual details of the announcement will **ONLY** include the mandate of LFG and its establishment + Council members, not anything about the UST Forex Reserve.

We kindly ask that you please refrain from publicizing anything about the UST Forex Reserve at that time, since those details are embargoed with media outlets for **January 31st at 9 AM PST**.

LFG UST Forex Reserve

This is the larger announcement slated for **January 31st at 9 AM PST** that will include the details for the UST Forex Reserve, which is the token sale you participated in. The announcement will be published in several leading media outlets, and accompanied by Twitter threads from the Terra account and Do's personal account at that time.

Once the embargo is lifted at 9 AM PST on the 31st, please feel free to share the announcement on social media channels as you wish. We gladly welcome any public support!

NOTE – The UST Forex Reserve Token Sale was executed by LFG and **not TFL**. LFG is the entity that performed the sale and the entity that will be responsible for, among other things, overseeing the launch of the UST Forex Reserve and its reserve capitalized with your investments.

Again, we request that you please accurately characterize the sale being executed by LFG, a wholly independent non-profit organization

Thanks for your continued support! We're thrilled for what the future holds for Terra, and this is a major step forward for our ecosystem. Please feel free to reach out with any questions as we approach the closing of the token sale and pending announcements.

Thank you.

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Jeff Kuan
[Linkedin](#)

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Jeff Kuan
[Linkedin](#)

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