

Dear Splash contributor,

Following the announcement of the acquisition of Splash News by SilverHub earlier this month, we emailed a number of our contributors to give them a bit more information about our plans for the business, but were not able to reach out to you all. Following the official close of the deal last Friday we want to now contact all our contributors with an update.

We know that email is a little impersonal, but we wanted to get this message out to you before the holidays so we hope that you will forgive this!

As we said in our prior email, our mission is to invest for growth and to deliver the very best in celebrity and entertainment content to our customers. We believe in the strength of the Splash News brand and want to restore it to its rightful place in the industry.

We also want to build strong relationships with you as without you and your work, Splash News would not be able to go forward. We would like to take this opportunity to introduce you to a key member of our team Heiko Schoenborn. Based in our Berlin office Heiko has long-experience in the entertainment industry, having headed up the WENN office in Germany for over 10 years. Heiko will work closely with the news directors and the picture desk teams to review current policies and processes, to see whether there are things that we can change quickly to improve the way that you guys source and create stories, and get them to market as quickly and lucratively as possible.

Between the two of us, we have worked with editorial photographers for over 50 years, we understand your needs and we are committed to meeting them. We want to recreate a home for your content that we can all be proud of.

We want to also reiterate that Splash News and SilverHub will operate as two separate entities, and the Splash distribution network will remain as it is, **and there is no requirement to put the Splash content through the Shutterstock distribution platform.** You will continue to work in exactly the same manner as you did prior to the acquisition.

Early in the new year we will be visiting all the Splash offices and, location and time permitting, we hope to be able to meet as many of you as possible.

Until that time, we urge you to contact us if you have any questions about our plans and approach.

Finally, we'd like to wish you all the very best for the holiday season and hope that you manage to find some time to relax and enjoy with your friends and families.

We are really looking forward to working with you all and making 2017 a successful year!

With kind regards,

Nick Evans-Lombe
CEO & Co-founder
SilverHub Media UK Ltd.