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JOB APPROVAL

Pursuant to the master services agreement by and between HDR Global Trading Limited ("Client") and Edelman Public Relations Worldwide (HK) Limited ("Edelman") dated 19 August 2019 ("Agreement"), this Statement of Work is effective as of 1 April 2020. This Statement of Work shall be incorporated into and be subject to the terms and conditions of the Agreement. To the extent that there is any conflict or inconsistency between the terms and conditions contained in this SOW [#1] and the Agreement, the terms and conditions contained in the Agreement will take precedence. Capitalized terms not specifically defined herein shall have the meaning set forth in the Agreement.

The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES

Overview

The scope of work will include supporting on day-to-day corporate and product communications functions, counselling for and developing communications strategy, as well as executing strategies and cascading.

Deliverables/Milestones & Timeline

Activities Included in the Monthly Retainer ("Monthly Retainer Services") (between April 2020 to ~~March 2021~~) - US$48,000 per month plus 6% admin

December 2020

Corporate Communications

Strategic Counsel & Account Management

- General counsel on the company's positioning strategy and communications around its reputation.
- Weekly work-in-progress call with Director and Senior Manager.
- Quarterly review and planning meeting with senior communications lead, to also include Adrian Warr as senior counsel
- On-going communication with key contacts via channels including Slack, WhatsApp, in-person meetings.
- This includes the development of messaging, speeches, and on-going access to Adrian Warr.
- Account management and administration, including FARA filing.

Press Office and Issues Management

- Press office – Proactive press office to secure briefings, interviews, place bylines as appropriate; on-going management of reactive media enquiries, corrections, development of lines to take, media database maintenance, proactive media outreach.
- Issues management - scenario plan development, counsel, statement and communications drafting, maintenance of existing crisis plans and monitoring - up to 4 per month. Live out of hours crisis management to be charged at crisis rates.
- Review, vetting and recommendations on speaking engagements.
- Review content and advise on any potential risk factors relating to product communications, manage concerns with internal relevant departments (e.g. communications, legal, compliance, customer support)
- US time zone support for press office, issues, and social media monitoring.

Content

- Develop content strategy for appropriate key initiatives or developments - e.g. KYC, Index Updates, etc.

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- Content development, review, drafting and execution on corporate communications content (e.g. KYC, regulatory viewpoint), as well as review of all product communications plans and content - 1 long form article every two months.
- Video production treatment of internal videos - up to twice per week

Misc.

- Handling 1 intensive requests per quarter (e.g. extensive competitor analysis, sales materials, etc.) - up to 12 hours each.

Product Communications

Strategic Counsel & Account Management

- General counsel on product communications content and channel strategy
- Bi-Weekly work-in-progress call with BitMEX's product communications stakeholders

Content Strategy

- Develop monthly content calendar (x1) for BitMEX (blog post, site/trading announcement, email, and social media – LinkedIn, Twitter, and Telegram)
- Conduct research and identify topic areas to focus on for content development

Content Development & Execution for Planned/Ad-Hoc Product/Platform Updates or Content Publishing

- Develop relevant communications plans with approach and timeline
- Assist with content creation including drafting and editing for blog / site announcement for up to 4 per month
- Assist with supporting social media content creation including Twitter, Telegram and LinkedIn posts - up to 8 per month
- Liaise with internal stakeholders on content development and execution; follow up with internal stakeholders to obtain content approval
- Singapore based team for content last mile handling and publishing of content including blog posts, trading announcements, social media posts, etc.; client to handle translated content; up to 12 pieces per month.

Content Development & Execution for Crypto Trader Digest Newsletter

- Management of up to 12 Crypto Digest Newsletters per year (i.e. one per month)
- Editorial review, treatment and proofreading of the Crypto Digest Newsletter
- Draft a Twitter post for amplification
- Liaise with stakeholders on content development and execution
- Singapore based team for last mile handling and publishing; client to handle translated versions.

Any items not provided for above will be considered outside the Scope of Services. If Client expands the Scope of Services, the amount required to perform the additional services will be agreed upon and a revised Statement of Work shall be executed.

BUDGET

Client authorizes Edelman to bill up to ten percent (10%) over the estimated amounts in the above Budget without seeking further approval. If fees or expenses are anticipated to exceed ten percent (10%) over the estimated amounts, Edelman shall execute a revised SOW for Client's approval.

TERMS

Fee Billing. Edelman shall invoice Client an amount of **$48,000 plus 6% admin fee** ("Monthly Retainer") in accordance with the billing schedule set forth below. The Monthly Retainer is based on the Scope of

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Services or minimum retained hours above. Edelman shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any estimated amounts provided in the Budget section.

Invoices. Edelman will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name of representative: Company Name: Address:	Finance finance@bitmex.com

BILLING SCHEDULE

ESTIMATED INVOICE DATE (mm/yyyy)	AMOUNT (US$)
04/2020	$50,880
05/2020	$50,880
06/2020	$50,880
07/2020	$50,880
08/2020	$50,880
09/2020	$50,880
10/2020	$50,880
11/2020	$50,880
12/2020	$50,880
01/2021	$50,880
02/2021	$50,880
03/2021	$50,880
	US$610,560

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ACCEPTED AND AGREED TO ON THIS 6TH DAY OF JULY 2020.

HDR Global Trading Limited

By: _____

Printed Name: VIVIEN KHOO

Title: Chief Operating Officer

Edelman Public Relations Worldwide (HK) Limited

By: _____

Printed Name: DENNIS CHAN

Title: FINANCE DIRECTOR

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