

November 1, 2016
VERY ROUGH DRAFT

Dear Endeavor Employees,

As many of you are now aware we have been in substantial discussions with Purchaser regarding partnership opportunities. Through our conversations with Purchaser we have identified substantial new avenues for enhancing our existing business and attracting new clients. These conversations have evolved in recent months, and it has become clear for all involved that an investment arrangement was best suited to meeting our mutual objectives. The final arrangement that seems most practical is for Purchaser to purchase substantially all of the Endeavor group. This “joining of forces” will help improve the competitive position of both companies and create a number of new opportunities that neither company has been in a position to enjoy alone.

While those of us from Purchaser have not had the opportunity to meet each of you personally we hope to do so as we complete the transition process and start spending more time in Cirencester. It is likely that many of you may have questions regarding us, or our plans for Endeavor, and we would like to answer a few of the most obvious ones in this letter.

Who Will Own Endeavor?

The new owner will be **Purchaser**. Purchaser is the leading North American provider of handset insurance and roadside assistance to the wireless industry. Since Purchaser’s management team originally purchased the company in 2011, the Company has grown by more than 1,300%, increasing the number of wireless enrolled subscribers in its programs from 600,000 to more than 8,000,000. In that time, the number of Company employees has grown from just over 50 to nearly 900. Purchaser continues to examine and expand into new industries and countries maintaining an annual growth rate of over 50% with even greater expansion planned through 2019. We believe that the marriage of our organizations will produce a powerful combination and make the combined company THE leading provider of enhanced services to the wireless industry on a global scale.

What Are Our Short-Term Plans?

We currently have no immediate plans to make changes to the organization or the way Endeavor serves its clients. We are familiar with the reputation that Endeavor has among its clients and there is excitement about how you treat your customers, and we hope to maintain that positive relationship and reputation that you have helped to develop. However, over the coming weeks and months we will be asking for advice and suggestions from many of you on how the company can perform even better and more profitably. We are interested in learning from you and your feelings about your job and Endeavor and ways to improve both Endeavor and the Purchaser operations. We will also try to find ways for both of the existing organizations to learn from what

we each do best, and to take advantage of these opportunities to serve our customers better and more profitably. As we begin to plan for the future we will ask you for your input and inform you of plans as they are developed.

What Is Our Vision For Endeavor and Purchaser?

We see Endeavor as first and foremost a customer service organization. Offering the highest quality service is of the utmost importance to clients, customers and to all Endeavor personnel. We have been impressed with the quality of Endeavor's people and the service that you have offered in the past and we will look to you to continue that as we begin to work together. As time goes on, we hope to build and strengthen our combined reputation as *the* leading customer service organization in the wireless industry, and beyond.

What Are The Long-Term Plans For The Company?

We intend to continue to grow and strengthen the combined business. We see significant opportunities for Purchaser/Endeavor in the future as we reinforce our position in existing markets and look to attract new clients. Our combined size and expertise will make us one of the driving forces in the wireless industry.

What Are The Plans for Staffing Changes?

First and foremost we believe that the value of the company is in its people, and we hope to build on and grow that platform of value. Geoff has agreed to stay involved in the business until at least 2018 to help build on the strong foundation that he has lead in development. We hope to increase the overall business base and as a result add to the Endeavor staff in Cirencester and abroad to serve those clients. We will in short term be adding additional new sales and marketing staff to assist in account management and building relationships with new clients.

OK What's With The Name "Purchaser"?

Purchaser is the product of a merger between two leading wireless industry focused service providers (Purch and Aser), which began their relationship in 2015. We plan to change that name in very early 2017. We will strive for something more along the lines of Endeavor (maybe even Endeavor) and have no intention of bringing the Purchaser name to the combined company in Europe.

On a personal note I have enjoyed the brief opportunities that I have had to meet with a few of you. I do look forward to getting to know and learn from each of you. We are excited about the wonderful opportunity that this union presents for all of our clients, employees and owners. Please feel free to share questions, thoughts, ideas, or concerns with Geoff or myself at any time.

Warmest regards

President
Purchaser