

EXHIBIT 5

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

IN RE JPMORGAN PRECIOUS METALS
SPOOFING LITIGATION

Case No.: 1:18-cv-10356

Hon. Gregory H. Woods

THIS DOCUMENT RELATES TO:
ALL ACTIONS

SUPPLEMENTAL DECLARATION OF LINDA V. YOUNG

Pursuant to 28 U.S.C. §1746, I, Linda V. Young, declare:

1. I am the Vice President, Media with A.B. Data, Ltd.’s Class Action Administration Company (“A.B. Data”). I submit this Supplemental Declaration to accompany Lead Counsel’s supplemental submission in support of Class Plaintiffs’ Motion for Preliminary Approval of Class Action Settlement with JPMorgan Chase & Co. (“JPMorgan”) in the above-captioned action (the “Action”).

2. This Declaration provides additional information requested by the Court during the November 29, 2021 hearing and is based upon my personal knowledge and upon information provided by Lead Counsel, my associates, and A.B. Data staff members. The information, methods, and tools used in developing the notice plan are of a type reasonably relied upon in the fields of media, advertising, and communications.

3. Attached as Exhibit A, is a revised notice plan for the Action (the “Revised Proposed Notice Plan”) designed to provide adequate notice to Class Members, defined as follows:

All Persons and entities wherever located that purchased or sold any Precious Metals Futures or Options on Precious Metals Futures on the New York Mercantile Exchange (“NYMEX”) or Commodity Exchange Inc. (“COMEX”) from March 1, 2008, through August 31, 2016 (the “Class Period”).

The Revised Proposed Notice Plan replaces the Proposed Notice Plan filed with the Court on November 19, 2021 (*see* ECF No. 79-2 Ex. B).

4. Some Class Members may be located outside the United States and Canada. The Revised Proposed Notice Plan provides international digital media components that will further target additional financial and investment communities in major international financial cities and countries.

5. Notwithstanding the additional elements added to the Revised Proposed Notice Plan, I wish to clarify that in this Action, the print, digital, and earned media strategies are each intended to supplement the primary notice strategy, which is direct mail notice. In circumstances where class members may be identified through reasonable efforts, individual notice, such as through direct mail notice is generally considered the “best notice practicable.” *See* Ann. Manual Complex Lit. § 21.311 (4th ed.) (“Rule 23(c)(2)(B) requires that individual notice in 23(b)(3) actions be given to class members who can be identified through reasonable effort. Those who cannot be readily identified must be given ‘the best notice practicable under the circumstances.’ When the names and addresses of most class members are known, notice by mail usually is preferred.”).

6. In this Action, based on its experience, A.B. Data anticipates that the direct mail notice will reach a majority of Class Members. As noted in my earlier Declaration (ECF No. 79-2), Class Notice will be sent directly to precious metals market participants, including:

- NYMEX and COMEX clearing members that cleared Precious Metals Futures and Options on Precious Metals Futures (with the direction that such clearing firms should forward the Settlement Class Notice to persons who transacted

in Precious Metals Futures or Options on Precious Metals Futures during the Class Period);

- “Large traders”¹ in Precious Metals Futures on the COMEX and NYMEX during the Class Period whose names and addresses have been identified by a subpoena to the CME Group, Inc.; and
- A proprietary list of banks, brokers, and other investors with instructions to either (a) forward the Class Notice on to their customers that transacted in Precious Metals Futures and Options on Precious Metals Futures and Options during the Class Period or (b) provide a list of such customers that the Settlement Administrator can notify directly.

7. In A.B. Data’s experience, large traders typically represent the majority of transaction volume in futures markets. According to the Commodity Futures Trading Commission, large traders’ positions are generally 70%-90% of the total open interest in any given market. Lead Counsel has advised A.B. Data, based on its review of large trader reports for the Precious Metals Futures market, that large traders’ positions were generally at least 90% of the total open interest. Consequently, A.B. Data has high confidence that, assuming valid addresses can be identified, direct mail notice to the large traders will result in the Class Notice reaching most Class Members.

8. Supplemental notice, in the form of print, digital, and earned media, is intended as an effort to capture Class Members for whom we do not have addresses and/or who may not, for whatever reason, otherwise have directly received Class Notice. *See* Ann. Manual Complex Lit. § 21.311 (4th ed.) (“Posting notices on dedicated Internet sites, likely to be visited by class members

¹ Large traders are defined as those who are required to report under Part 17 of the Commodity Futures Trading Commission’s (CFTC) regulations. Current reporting levels are found in CFTC Regulation 15.03(b).

and linked to more detailed certification information, is a useful supplement to individual notice. Publication in magazines, newspapers, or trade journals may be necessary if individual class members are not identifiable after reasonable effort or as a supplement to other notice efforts.”).

9. The print and digital media components of the original Proposed Notice Plan were predominantly geo-targeted toward the United States and Canada. Based on the Precious Metals Futures market large trader information from the CME Group, approximately 60% of market participants were located in the United States and Canada. Approximately 23% of market participants were located in Europe, with traders in the United Kingdom representing the largest portion of European traders. The remaining 17% of market participants were spread across other regions. Given the heavy weighting of the Precious Metals Futures market towards traders in the U.S. and Canada, the print and digital media components were geared towards these countries.

10. Notwithstanding, the use of the *Financial Times – Global Edition* and the issuance of a global news release were included to serve as cost-effective means to reach out to unidentified Class Members that may be located outside of the United States and Canada. The *Financial Times – Global Edition* has a circulation of over 109,000 subscribers, including more than 47,000 in the United Kingdom, over 22,000 in continental Europe, Middle East and Africa, and over 11,000 subscribers in Asia. The news release will be distributed via *PR Newswire’s* Global Financial Newswire distribution list to the news desks of approximately 25,000 newsrooms, including those of print, broadcast, and digital websites across the United States and to major financial markets in Canada, South America, Europe, and Asia.

11. The addition of a global digital media strategy will further enhance the Class Notice plan to ensure supplemental notice is distributed to a wider audience. Below is a description of U.S./Canada and Global strategies.

Digital Media – U.S./Canada

12. Banner ads will appear in the United States and Canada on targeted websites such as marketplace.com, cnbc.com, finance.yahoo.com, journaldequebec.com, theglobeandmail.com and hundreds of others. Ads will be served across multiple devices, including desktop, tablet, and mobile devices. They will be placed in premium positioning on websites ensuring that they can be easily seen when viewers first open website pages. Internet advertising allows the viewer to click on a banner advertisement and instantly be directed to the settlement website.

13. A 30-day campaign will be scheduled, which ensures ample time to deliver the targeted impressions. At least 17 million impressions will be delivered to the target audience in the U.S. and Canada.

14. All banner ads will include an embedded link to the case-specific website. Images appropriate for this Action and target audience will also be included in all digital ad formats, as this increases the visibility and click-through rate of the ads.

15. Ads will run in French in Canada for those who view their digital media in the French language.

16. **Social Media – U.S./Canada.** To further extend engagement with potential Class members, newsfeed ads will be purchased on LinkedIn. Impressions served to users of this social media platform can be highly targeted, specifically reaching those who have expressed an interest in and information relevant to the subject of this case. By utilizing microtargeting strategies, we can be very tactical in reaching potential Class members.

17. **Google AdWords/Search.** To assist with easy location of the case website, sponsored search listings will be acquired on Google, the most visited search engine. When identified target phrases and keywords are used in searches on Google, links will appear on the

search result pages. Representative keywords could include “Precious Metals Options,” “Precious Metals Futures,” “Precious Metals trading” plus many others. Key words will also be translated to French-Canadian and loaded into Google AdWords so they are easily searched by Canadians whose primary language is French.

Digital Media – Global

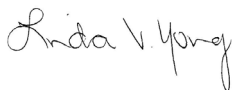
18. An additional 40.5 million impressions will be delivered via Google Display Network and search ads on Google AdWords to those in the financial and investment communities in the major financial cities and countries around the world. The timing and scheduling of the global campaign will be the same as the U.S./Canada digital media. Financial centers in 15 countries will be targeted. Banner ads will be automatically translated by Google and served to the user in the language in which they read digital media.

Conclusion

19. It is my opinion that the Revised Proposed Notice Plan described herein is the best notice that is practicable under the circumstances and will effectively reach members of the Class. This Revised Proposed Notice Plan conforms to the standards employed by A.B. Data in similar notification plans designed to reach groups or classes that trade in futures, securities, and commodities. The Proposed Notice Plan as designed is fully compliant with Rule 23 of the Federal Rules of Civil Procedure.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this 17th day of December 2021.



Linda V. Young

EXHIBIT A



A.B. Data, Ltd.
Class Action Administration Company
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Milwaukee, WI 53217

Notice Plan

In re JPMorgan Precious Metals Spoofing Litigation

Case No. 1:18-cv-10356 (GHW)

United States District Court for the Southern District of New York

Revised December 17, 2021



NOTICE PLAN OVERVIEW

Case Background

This Notice Plan is submitted by A.B. Data, Ltd. (“A.B. Data”) in connection with *In re JPMorgan Precious Metals Spoofing Litigation*, Case No.:1:18-cv-10356 (GHW) (the “Action”), a case before the United States District Court for the Southern District of New York. This Notice Plan updates the version filed with the Court on November 19, 2021 and augments the digital media strategy to provide additional supplemental notice to potential Class Members located outside North America.

A proposed Settlement totaling \$60,000,000 has been reached with JPMorgan Chase & Co. (“JPMorgan”) in the Action. This document outlines the efforts that will be made to provide notice of the Action to potential Class Members. Direct mail notice is intended to be the primary method of contacting a substantial portion of Class Members. However, because direct mail notice in this case may not reach all potential Class Members, a paid media Notice Plan targeting unidentified Class Members is used to supplement the direct mail notice.

This Notice Plan described herein is consistent with the requirements set forth in Rule 23 of the Federal Rules of Civil Procedure and is consistent with other A.B. Data-developed notice plans that have been approved by the Court and implemented in other financial futures market cases with regard to the methods and tools used in such plans. These cases include the following:

- *Boutchard, et al. v. Gandhi, et al.*, 18-cv-7041 (N.D. Ill.);
- *Laydon v. Mizuho Bank Ltd., et al.*, 12-cv-3419 (GBD) (S.D.N.Y.) and *Sonterra Capital Master Fund, Ltd., et al. v. UBS AG, et al.*, 15-cv-5844 (GBD) (S.D.N.Y.); and
- *Sullivan, et al. v. Barclays plc, et al.*, 13-cv-2811 (PKC) (S.D.N.Y.).

Class Definition

In the Preliminary Approval Order, the Court preliminarily approved the following Settlement Class:

All Persons and entities wherever located that purchased or sold any Precious Metals Futures or Options on Precious Metals Futures on the New York Mercantile Exchange (“NYMEX”) or Commodity Exchange Inc. (“COMEX”) from March 1, 2008, through August 31, 2016 (the “Class Period”).

Excluded from the Class are:

- JPMorgan and any parent, subsidiary, affiliate, or agent of JPMorgan, provided, that any Investment Vehicle shall not be excluded from the Settlement Class, but under no circumstances may JPMorgan (or any of its direct or indirect parents, subsidiaries, affiliates, or divisions) receive a distribution for its own account from the Settlement Fund through an Investment Vehicle;¹ and

¹ “Investment Vehicle” means any investment company, separately managed account or pooled investment fund, including but not limited to mutual fund families, exchange-traded funds, fund of funds, hedge funds, retirement accounts, and employee benefit plans, in which any Defendant has or may have a direct or indirect interest, or as to which that Defendant

- The United States Government.

Paid Media Placement Summary

A.B. Data recommends targeted paid media notice consisting of direct mail, print, digital and earned media that will reach both identified and unidentified Class Members. Each of the following Notice Plan elements is detailed further in this document:

- Direct mail;
- Print media;
- Digital media; and
- Earned media.

Targeted print and digital media placements are recommended to deliver the message to potential Class Members and other concerned persons and entities whose identities are unknown in North America, Europe, the Middle East, Africa, and Asia. Summaries of the recommended media tactics for each publication and digital media source follow.

A dedicated informational case website in English with French-Canadian translations, including of the Long Form Notice and Short Form Summary Notice, will be developed to complement the Notice Plan and to ensure Class Members easy access to updated information.

Target Audience

A.B. Data researched traders in Precious Metals Futures and Options on Precious Metals Futures to determine the target audience of potential Class Members. This information assisted in determining the most appropriate media vehicles that would best target potential Class Members and provide them with the opportunity to see and respond to the Notice. It has been determined that media targeting persons associated in the investment, finance, banking, brokerage, pension, and institutional investment management fields would be most likely to reach potential Class Members.

Paid and Earned media will be geo-targeted to potential Class Members in the United States, Canada and the global financial markets.

Direct Mail

Notice will be sent directly to Precious Metals Futures or Options on Precious Metals Futures market participants, including:

1. NYMEX and COMEX clearing members that cleared Precious Metals Futures and Options on Precious Metals Futures (with the direction that such clearing firms should forward the Class

or its affiliates may act as an investment advisor or manager, but in which any Defendant alone or together with its, his or her respective affiliates is not a majority owner or does not hold a majority beneficial interest.

Notice to persons who transacted in Precious Metals Futures and Options on Precious Metals Futures and Options during the Class Period);

2. “Large traders”² in Precious Metals Futures on the COMEX and NYMEX during the Class Period whose names have been identified by a subpoena to the CME Group, Inc.; and
3. A proprietary list of banks, brokers, and other investors with instructions to either (a) forward the Class Notice on to their customers that transacted in Precious Metals Futures and Options on Precious Metals Futures and Options during the Class Period or (b) provide a list of such customers that the Claims Administrator can notify directly.

Notice sent to addresses in the Canadian province of Quebec will be sent in French and English.

Print Media

The Summary Notice will be published in each of the following investor and business targeted print publications. Summaries of the country of origin, language in which they publish, audience reached, editorial focus and recommended media tactics follow for each publication.

- *The Wall Street Journal – United States*
- *Investor’s Business Daily – United States*
- *Financial Times – Global Edition*
- *Stocks & Commodities – United States*
- *Le Journal de Montreal – Canada*
- *National Post - Canada*

THE WALL STREET JOURNAL.

Publication Name/Website	https://www.wsj.com/
Country of Origin	United States
Publication Language	English
Media Tactics	Publish Summary Notice one time to U.S./Canada audience
Publishing Frequency	Monday – Saturday
Circulation	1,322,000

² Large traders are defined as those who are required to report under Part 17 of the Commodity Futures Trading Commission’s (CFTC) regulations. Current reporting levels are found in CFTC Regulation 15.03(b). Large traders typically comprise 70 to 90 percent of futures markets. With respect to Precious Metals Futures, we understand from Lead Counsel that large traders represented generally 90 or more percent of the trading volume in Precious Metals Futures. Based on the information provided by the CME Group, approximately 60% of large traders were located in the United States and Canada, 23% were located in Europe, with the United Kingdom traders comprising the largest set of European traders, and the remaining 17% were located in other regions across the globe.

Editorial Focus	Publishing original business news and financial information with expanded content in arts, culture, lifestyle, and sports.
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INVESTOR'S BUSINESS DAILY®

Publication Name/Website	https://www.investors.com/
Country of Origin	United States
Publication Language	English
Media Tactics	Publish Summary Notice one time to U.S./Canada audience
Publishing Frequency	Weekly on Monday; available online the Saturday prior
Circulation	90,000
Editorial Focus	An authoritative financial news and research organization recognized for its proprietary investing screens, investment ratings, and strong record of identifying market leaders as they emerge.



Publication Name/Website	https://www.ft.com/
Country of Origin	England
Publication Language	English
Media Tactics	Publish Summary Notice one time to global audience
Publishing Frequency	Monday – Saturday
Circulation	109,273 including: United Kingdom: 47,139 Continental Europe, Middle East, and Africa: 22,227 Asia: 11,028
Editorial Focus	One of the world's leading business and financial news publications providing essential news, commentary, data, and analysis for the global business community.

TECHNICAL ANALYSIS OF **STOCKS & COMMODITIES**

Publication Name/Website	http://traders.com/
Country of Origin	United States
Publication Language	English
Media Tactics	Publish Summary Notice one time to U.S. audience; email blast of Summary Notice to digital subscribers; banner ads on e-newsletters; 30-day banner ad campaign
Publishing Frequency	Monthly
Circulation	Print Magazine – 34,000 Enewsletter – 200,000 Email Blast – 150,000
Editorial Focus	Provides information on how to apply technical analysis tools to charting, numerical, and computer methods for trading stocks, bonds, mutual funds, options, and commodities.

LE JOURNAL DE MONTRÉAL

Publication Name/Website	https://www.journaldemontreal.com/
Country of Origin	Canada
Publication Language	French
Media Tactics	Publish Summary Notice one time in French
Publishing Frequency	Monday-Sunday
Circulation	231,000 primarily in Quebec
Editorial Focus	Covers primarily local and provincial news along with justice, sports, and the arts. Its columnists are often public figures. They have a dedicated investigation desk that has published several major news stories about Quebec's politics, business, crime and national security.

NATIONAL POST

Publication Name/Website	NationalPost.com
Country of Origin	Canada
Publication Language	English
Media Tactics	Publish Summary Notice one time in the Financial Post section of the newspaper
Publishing Frequency	Mon – Sat
Circulation	674,000
Editorial Focus	Offers late-breaking news content along with investigative reporting written in a distinctive Canadian voice.

Digital Media – US and Canada

A.B. Data recommends placing banner, search, and social media ads on a variety of websites and social media platforms, enabling maximum exposure and delivering the reach required to satisfy Rule 23 and due process. We recommend scheduling a 30-day campaign, which ensures ample time to deliver the targeted impressions. Approximately 17 million impressions are recommended to ensure potential Class Members are reached with the frequency needed for them to become aware of the Action. All banner and newsfeed ads will include embedded and trackable links to the case-specific website. Ad performance, links, and traffic will be tracked using Google Analytics, providing a way to optimize ads for visitors and traffic. For the French-speaking areas of Canada, ads will be translated to be shown in their native language.

The digital media will be chosen first to meet audience notification requirements, and second to achieve maximum engagement with the ads. Apps targeted to the financial, trading, and investment communities will be reviewed for compatibility to reach potential Class Members. Campaigns will be optimized to drive potential Class Members to visit the website. The following digital media platforms are recommended:



A mix of Internet banner and newsfeed ads will be run using the Google Display Network via its thousands of websites, as well as mobile devices and apps. Website categories that will be targeted include financial, investment, CFO, “C-suite,” and other finance and investment community decision makers. Campaigns will be developed for the United States, Canada and major financial markets globally. Details on the global campaigns is outlined further in this document.



LinkedIn is a social networking site designed specifically for the business community. It allows registered members to establish and document networks of people they know and trust professionally. Many keep an online list of professional contacts and business connections, search for new job opportunities, and post professional opinions and work-related information.

Newsfeed ads will be targeted to specific LinkedIn groups that have been formed to address businesspeople associated with the investment industry. Some of the targeted group categories include financial advisors, institutional investors, portfolio managers, chief financial officers, pension directors, and many others.



To assist further in locating potential Class Members, A.B. Data will develop and monitor a Google AdWords and key search terms program. When identified target phrases and keywords are entered in a search by users in the target regions on Google and Google-syndicated search pages, links to the case website will appear on the search results pages.

Representative keywords could include “Precious Metals Options,” “Precious Metals Futures,” “Precious Metals trading” plus many others. Key words will also be translated to French-Canadian and loaded into Google AdWords so they are easily searched by Canadians whose primary language is French.



Stocks & Commodities magazine runs the website traders.com as the digital media component of their print publication. A 30-day banner ad campaign will be placed on the website along with banner ads on their monthly e-newsletter sent to 200,000 subscribers and a custom email blast with the summary notice sent to approximately 150,000 recipients.



A behaviorally targeted campaign will be purchased via a custom business, financial, and investment network on websites like Bloomberg.com, investors.com, and marketwatch.com with ads served specifically to people who are searching or have previously searched for information on finances and investing. A sampling of the websites included in this network are listed below.

247wallst.com	investorguide.com
4-traders.com	investorplace.com
americanbulls.com	investors.com
barchart.com	istockanalyst.com
bloomberg.com	marketscreener.com
bloomberg.com/businessweek	marketwatch.com
bnnbloomberg.ca	money.cnn.com/investing
breakingfinancenews.com	nasdaq.com
businessinsider.com	nytimes.com/pages/business
businessnewsdaily.com	nytimes.com/section/business/dealbook
cnbc.com/investing	online.barrons.com
corporate.findlaw.com	otcmarkets.com
dailytradealert.com	pennystock.com
energystockchannel.com	reuters.com
etfchannel.com	reuters.com/finance
finance.yahoo.com	seekingalpha.com
financialpost.com	smallcapnetwork.com
finviz.com	stockcharts.com
fool.com	stockgumshoe.com

forbes.com	stockhouse.com
fortune.com	stockmarketadvantage.com
foxbusiness.com	stockwatch.com
ft.com	streetauthority.com
gurufocus.com	success.com/sections/business
inc.com	theglobeandmail.com/investing
insidermonkey.com	thestreet.com
investing.com	valuwalk.com
investingchannel.com	wsj.com
investopedia.com	wsj.com/news/business
ZeroHedge.com	zacks.com

Canadian French-language websites to be included are listed below:

- boursier.com
- lactualite.com
- journaldemontreal.com/argent/bourse
- journaldequebec.com/argent/bourse
- lapresse.ca/affaires
- ledevoir.com/economie
- lesaffaires.com/bourse
- fr.finance.yahoo.com

Canadian English-language websites to be included are listed below:

- theglobeandmail.com
- theglobeandmail.com/investing
- financialpost.com
- bnnbloomberg.ca
- ca.finance.yahoo.com
- canadianinvestor.com
- stocktrades.ca
- canadianbusiness.com
- thestar.com

Digital Media – Global

An additional 40.5 million impressions will be delivered via Google Display Network and search ads on Google AdWords to those in the financial and investment communities in the major financial cities and countries around the world. The timing and scheduling of the global campaign will be the same as the U.S./Canada digital media. The countries to be targeted include:

- Argentina
- Australia
- Bahrain
- Brazil
- China
- France
- Germany
- Hong Kong
- India
- Japan
- Singapore
- South Africa
- South Korea
- UAE
- UK

“Microtargeted” Digital Media

The following campaign microtargeting optimization strategies will be utilized to achieve maximum engagement with the ads.

Strategy	Rationale
Contextual Targeting	Targeting websites with relevant content and context, such as those that provide investment and financial information, will help capture potential Class Members who weren't in previous data-targeting pools but have an interest in finance-related topics.
Behavioral Targeting	Targeting user IDs across the internet whose owners have shown activity in the past or placed themselves in data pools of our audience tab. For example: ads may be targeted to a user who works in the investment industry and is interested in Precious Metals Futures or Options.
Predictive (Look-Alike) Modeling	With predictive modeling, look-alike modeling is deployed to target user IDs whose owners have strong similarities to users who have previously clicked through to the case website.
Customer Database Targeting	With customer databases that include physical addresses and/or email addresses, digital media can be served to those customers

Strategy	Rationale
	specifically, and also to audiences modeled on actual customers.

A.B. Data employs a fully staffed digital buying team to manage all digital and social media programs in-house for the greatest control and oversight. During the course of the digital notice schedule dates, A.B. Data’s digital media experts will monitor the success, conversions, and activity associated with the digital and social media campaigns and will optimize the number of impressions delivered across each platform to achieve maximum engagement and efficiency. A.B. Data’s digital media experts have the following certifications:

- Google Ads Display Certification
- Google Ads Search Certification
- Google Analytics Certification
- LinkedIn Ads Certification

With this level of expertise, digital and social media campaigns are assured impressions are delivered to the target audience efficiently and effectively, with online ad verification and minimal threat of bot-traffic and inappropriate content. A.B. Data uses conversion tracking and website tags to monitor real-time performance of all ads, traffic, and website performance.

Earned Media

In addition to the notice efforts involving print publications and digital media, A.B. Data recommends that a news release be disseminated via *PR Newswire*’s Global Financial Newswire distribution list to announce the Notice of Settlement. This news release will be distributed via *PR Newswire* to the news desks of approximately 25,000 newsrooms, including print, broadcast, and digital websites across the United States and major financial markets in Canada, Latin America, South America, Europe and Asia. Translations, other than French (which will already be available), will be provided by PR Newswire.

News about the case will also be broadcast to the news media via Twitter. It will be tweeted from *PR Newswire*’s and A.B. Data’s Twitter accounts to thousands of news media reporters and other followers.

Notice Design Strategies

The Federal Rules of Civil Procedure require notices in class action cases to be written in “plain, easily understood language.” This process has been utilized in developing the Long Form Notice and Short Form Summary Notice for this case. A.B. Data is committed to adhering to the easily understood language requirement of Rule 23(c)(2) and Rule 23(b)(3).

The plain language Media Notice developed for this Plan will be designed to be easily seen by potential Class Members with a large, bold headline. The plain, easily understood language in the text of the



Notice will allow potential Class Members the opportunity to read it at their leisure and ensure they understand the subject of the case, the steps they must take to join the Class, and the legal rights of all Class Members.

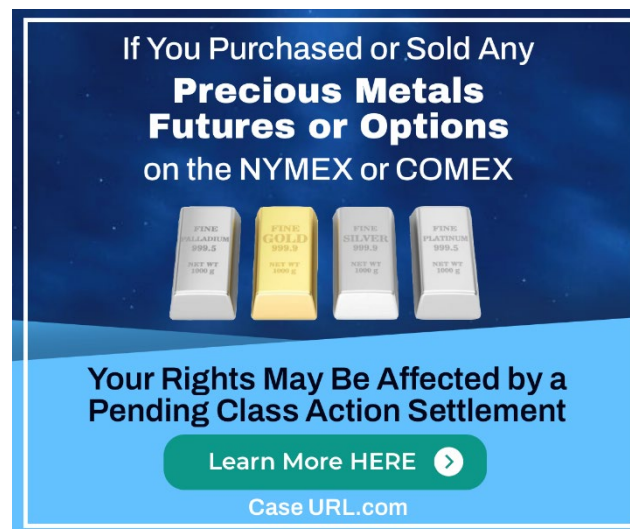
Each printed Publication Notice will prominently display a case website address, a toll-free telephone number, and a mailing address so that potential Class Members may review the detailed Notice and other information available regarding the case.

All print and digital ads will be translated into French for the French-Canadian newspaper and digital media.

Responsive digital banner and text ads served in other countries globally will be automatically translated into the users preferred language.

The online banner and newsfeed ads will be designed to alert potential Class Members and entities about the Action. The ads will each include a link to the case website so that potential Class Members may click on it and go directly to the website for case information.

A sample banner ad is provided.



Due Process

The Notice efforts described herein reflect a strategic, microtargeted, and contemporary method to deploy Notice to potential Class Members. The Notice Plan summarized in this document provides a reach and frequency similar to those that courts have approved and that are recommended by the Federal Judicial Center's *Judges' Class Action Notice and Claims Process Checklist and Plain Language Guide*.

The Notice Plan described in this document is consistent with notice plans that A.B. Data has developed and have been approved by the Court and implemented for other similar securities and financial instrument cases with regard to the methods and tools for developing such plans.

This Notice Plan is, in A.B. Data's experience, the best practicable under the circumstances for the Class and meets due process requirements.

