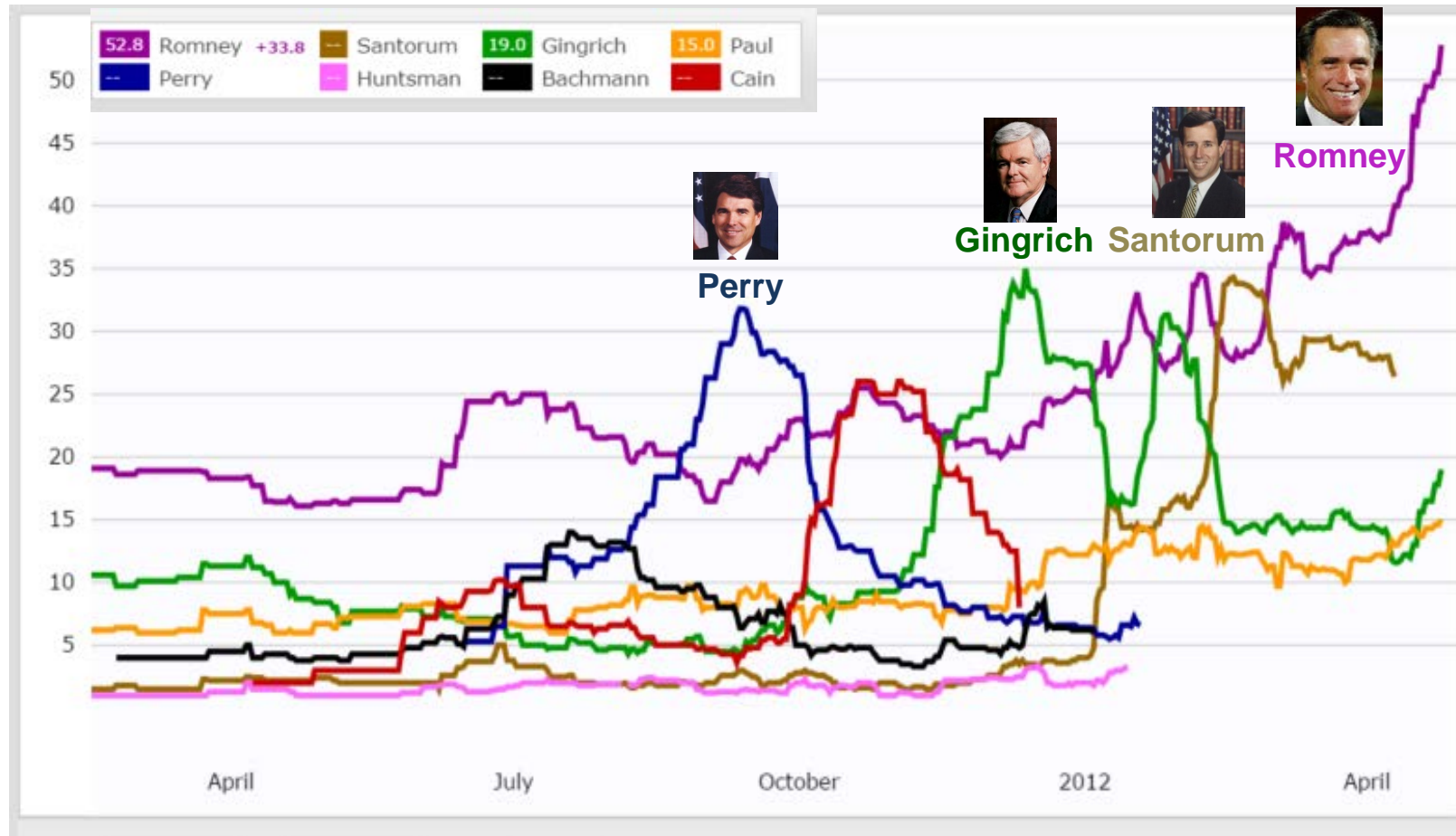

Jeb!
2016

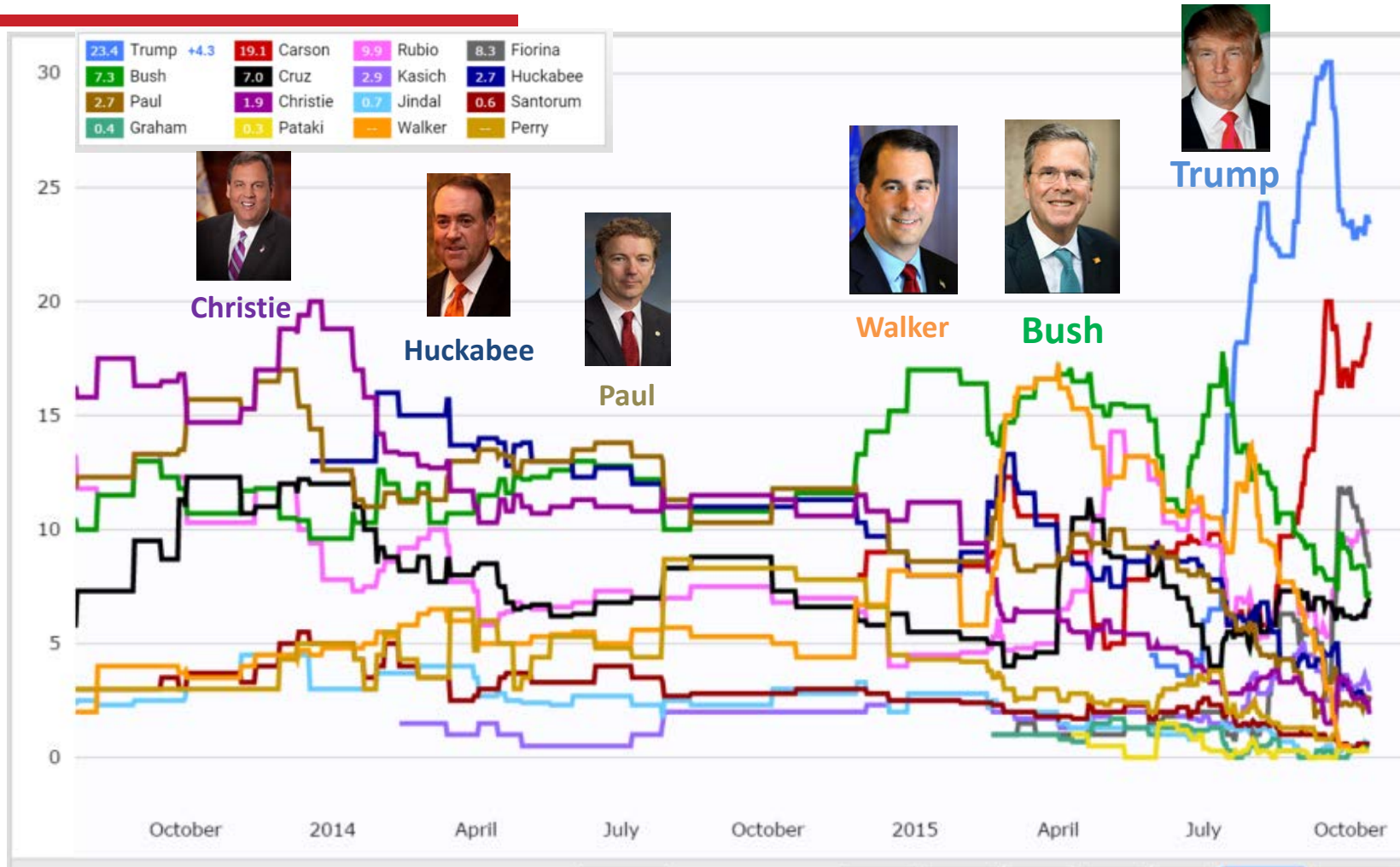
Campaign Update

By: Danny Diaz

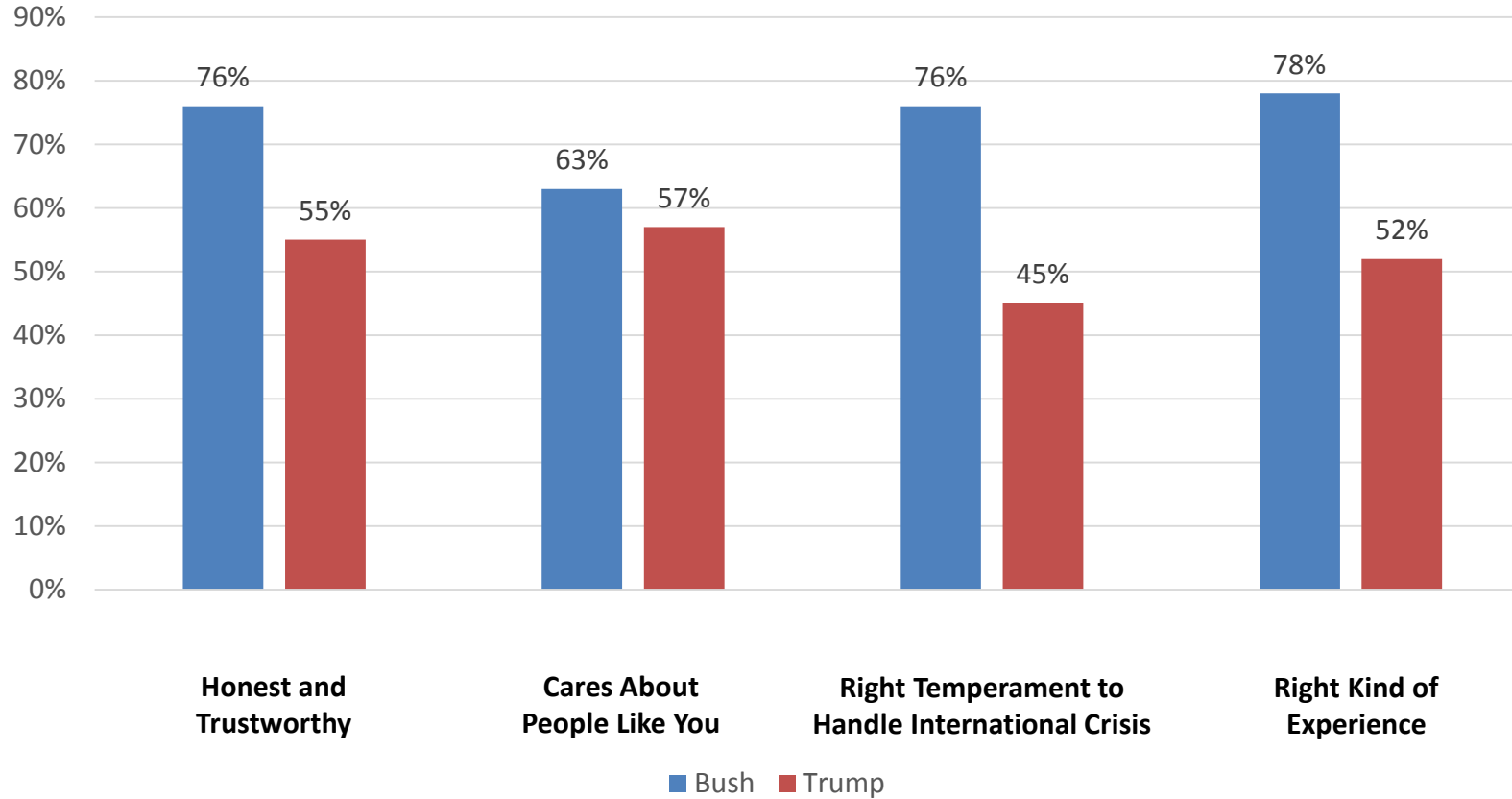
2012 Polling: Nine Different Leaders



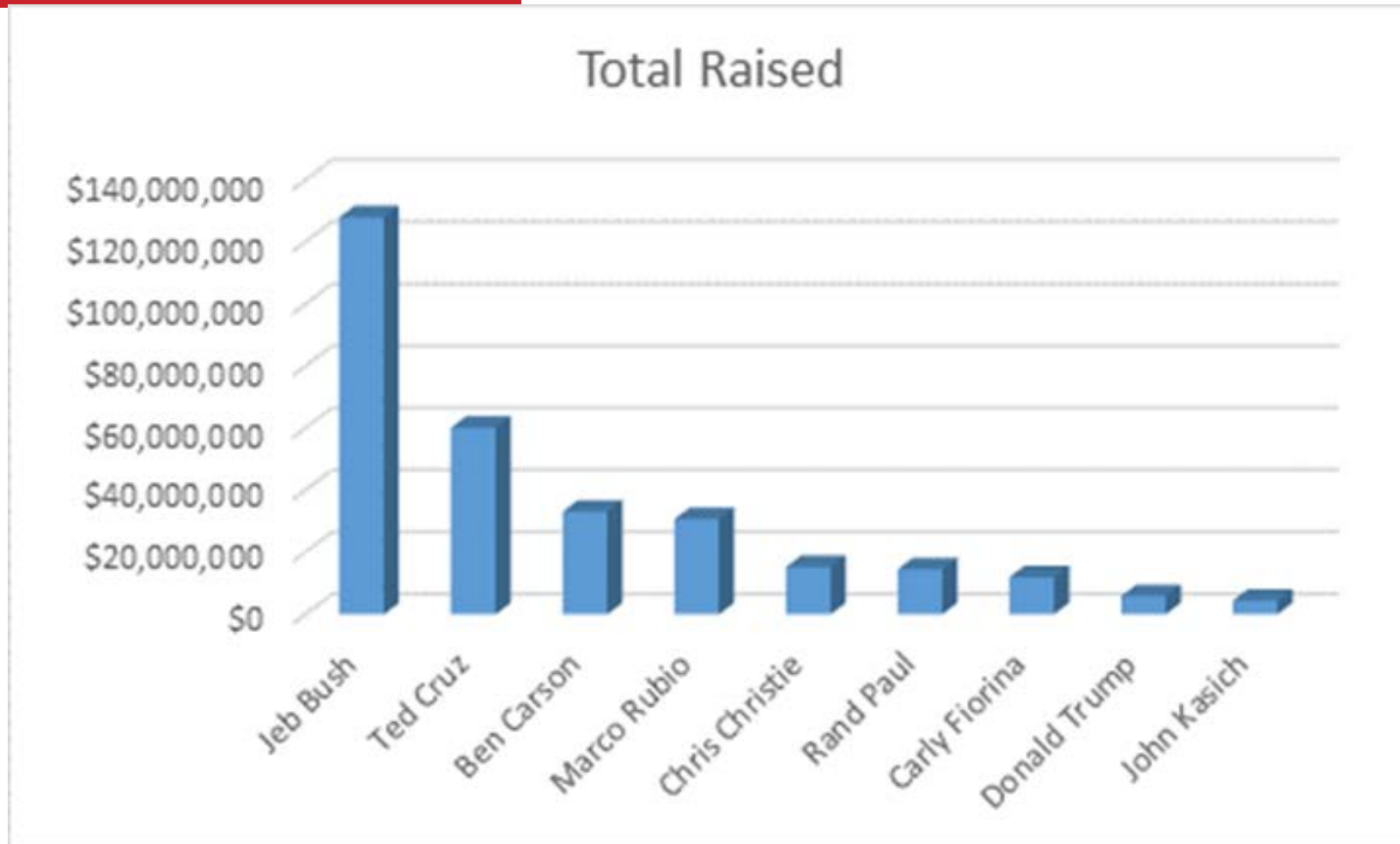
2016 Polling: Six Different Leaders



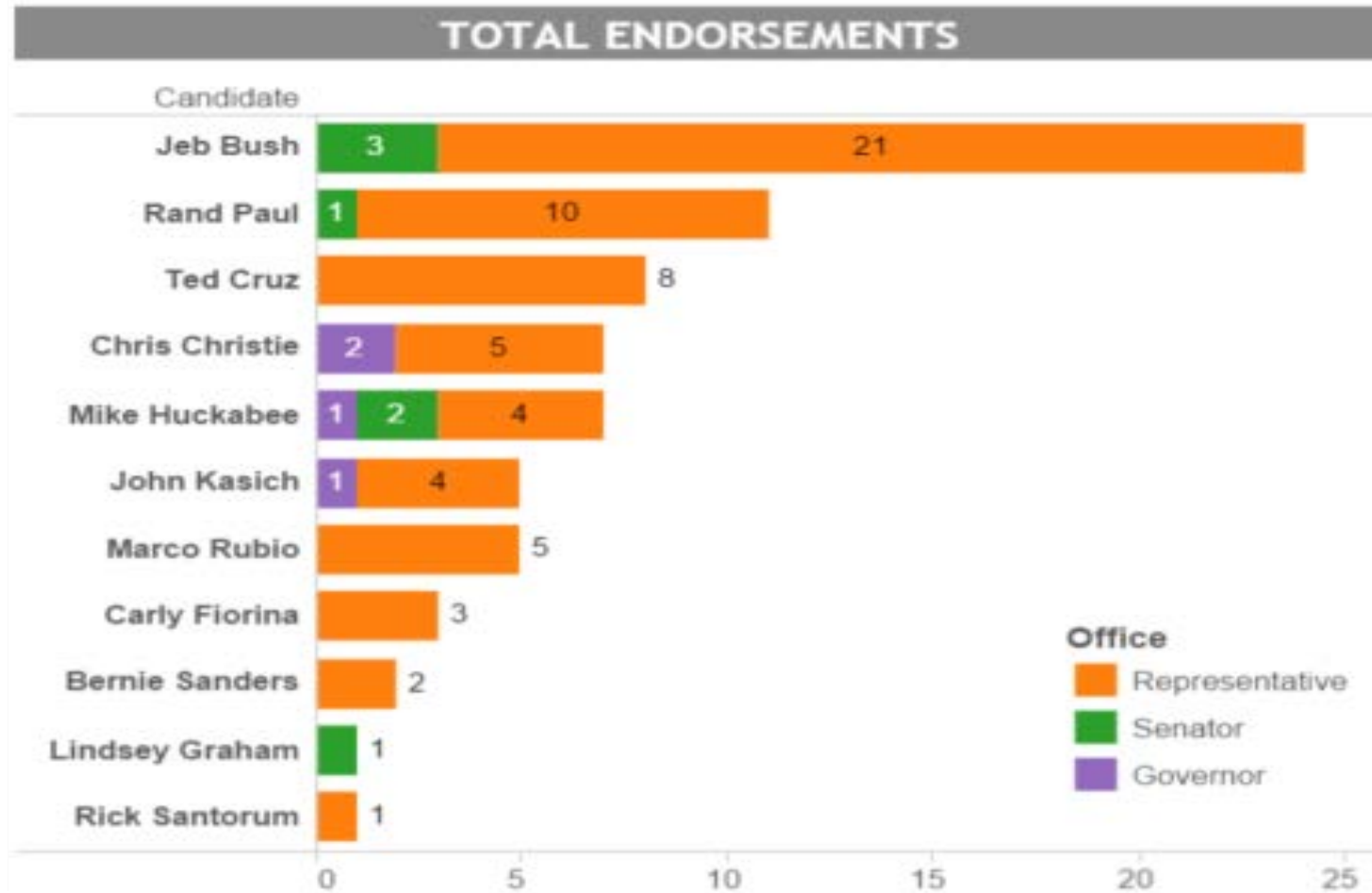
Where To Focus For The Long-Term



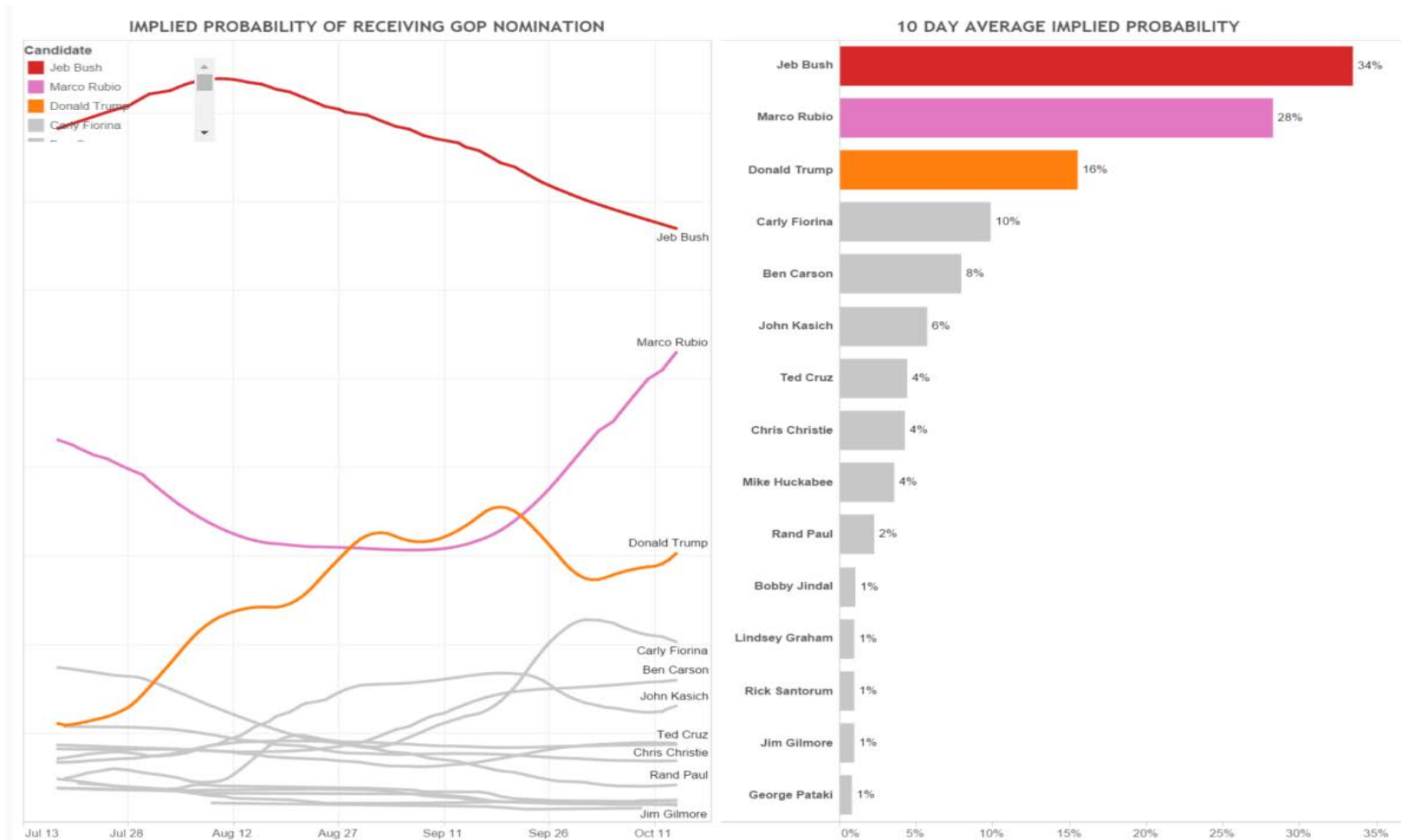
Overall Fundraising



Endorsements



Predictive Markets



What They Are Saying

Best Candidate:

David Drucker, *Washington Examiner*: “Bush handled the questions with ease ... [His] biggest selling point, what he has that others don’t (in addition to superior fundraising) is that he is a **serious, conservative reformer who has the experience and temperament to be an effective president from his first day in office.**”

Best Record:

George Will, *The Washington Post*: “His record in Florida as Governor for eight years, from school choice to cutting taxes to right to life to shrinking government was **measuredly more conservative than that of Ronald Reagan in California for eight years.**”

Taking Nothing For Granted:

Shira Center, *Boston Globe*: “Jeb Bush governed over Florida, one of the most diverse states in this country. I think he’s trying to sell that experience to the Republican Party as **someone who can win the general election by reaching out to nontraditional voters.** If you look at the State of Florida, there’s a large Hispanic population, a large African-American population. It’s a very diverse state. That’s part of his sales pitch.”

Smart & Effective Campaign

Voter Targeting:

Using voter-matched set top box television viewing data, we're able to put extra rating points on our swing voter targets.

Travel vs. Polls:

The latest national polls put Governor Bush ahead of the following candidates who have spent more time in the early states combined: Rick Santorum, Rand Paul, Mike Huckabee, Chris Christie and Lindsey Graham.

Voter Contact:

The campaign has created MicroTargeted universe of likely voters/caucus-goers most likely to support Governor Bush and contacted numerous times.

Total Endorsements For Jeb:

- Early States: More than 400
- March States: More than 650

Data & Analytics

260 MILLION individuals in database

3,000 data points per individual

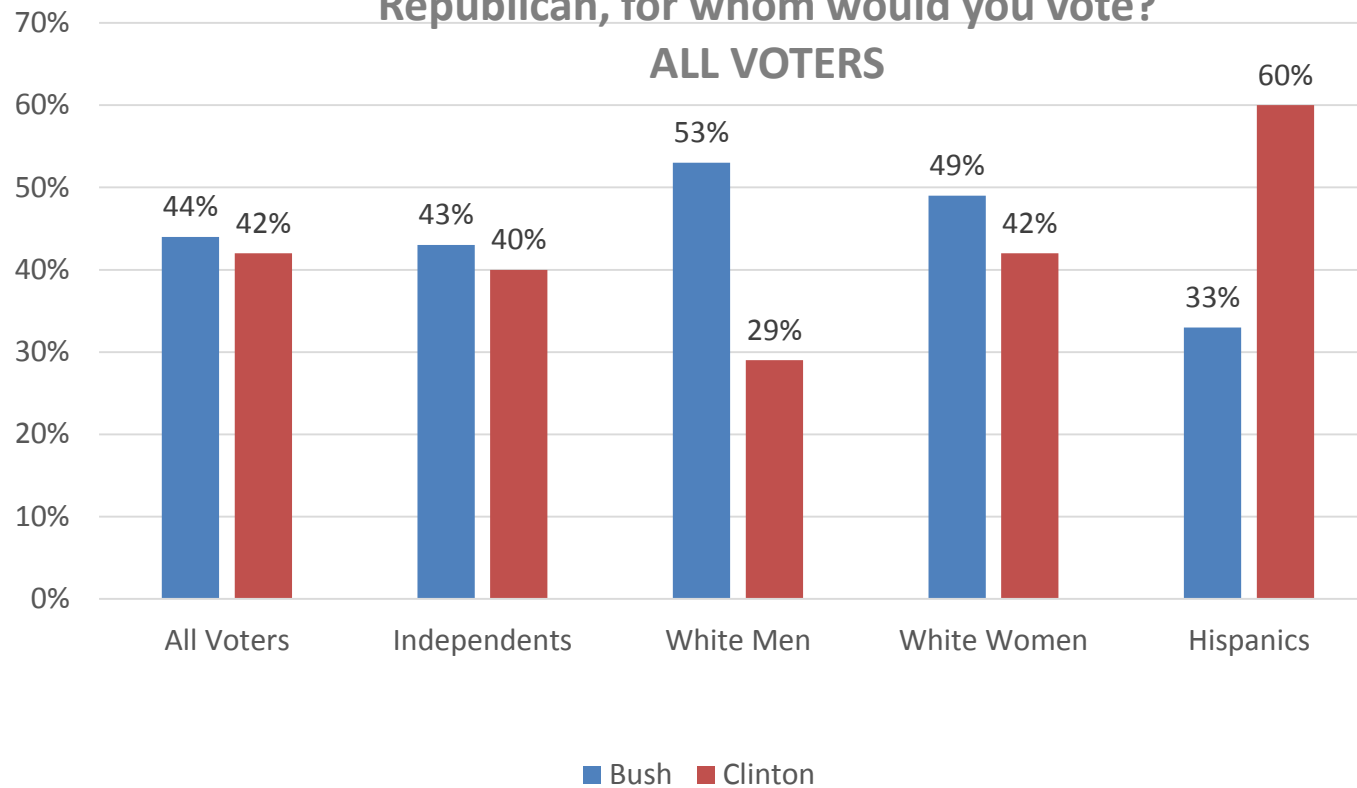
30,000 tags from previous ID efforts

HUNDREDS OF THOUSANDS of calls into early state voters

- This data is being used to provide detailed MicroTargeting profiles of voters in key primary states.
- We know **exactly** which Republicans are the most likely to vote and what issues matter to them.
- We are running thousands of simulated Election Days using the data we have collected in order to game out different scenarios and better allocate resources.

And We Can Beat Hillary

If the election for President were being held today, and the candidates were Hillary Clinton the Democrat and Jeb Bush the Republican, for whom would you vote?



High, Sustained Economic Growth

- Lower taxes for low and middle income Americans.
- Businesses will have more incentive to hire, invest and expand.
- Tax system will be fairer: taxpayers will face similar tax treatment by eliminating loopholes and carve-outs for special interests in Washington and on Wall Street.
- Paying taxes will be simpler: increasing the standard deduction will mean fewer people will need to file long, complicated tax reform.

The Wall Street Journal

[The Bush Growth Plan](#)

Tax Reform That Would Cut Rates & Unleash Business Investment

National Review

[Jeb Bush's Tax Plan Offers Badly Needed Conservative Reforms](#)

Combat Islamic Terrorism

- Remove the threat from Iraq:
 - Support the Iraqi forces.
 - Consistent air power to support local ground forces.
- Defeat ISIS and achieve long-term political stability in Syria:
 - Coordinated, international effort to give Syria's moderate forces the upper hand.
 - With partners, create an expanding no-fly zone in Syria to prevent more crimes by the regime.

The Washington Post

[Jeb Is Sounding Like A Commander In Chief](#)

National Review

[Why Jeb's Bush Iraq Speech Was Important](#)

Reform Washington

- Balanced budget amendment.
- Constitutional line item veto.
- Procurement reform.
- Kitchen table budgeting.
- Civil service management and compensation reform.
- Special interest and lobbying reform.

The New York Times

[Jeb Bush Promises To Curb Lobbying And Cut Size Of Government](#)

Quad City Times

[Bush: I Can Shake Up Washington](#)

CNN

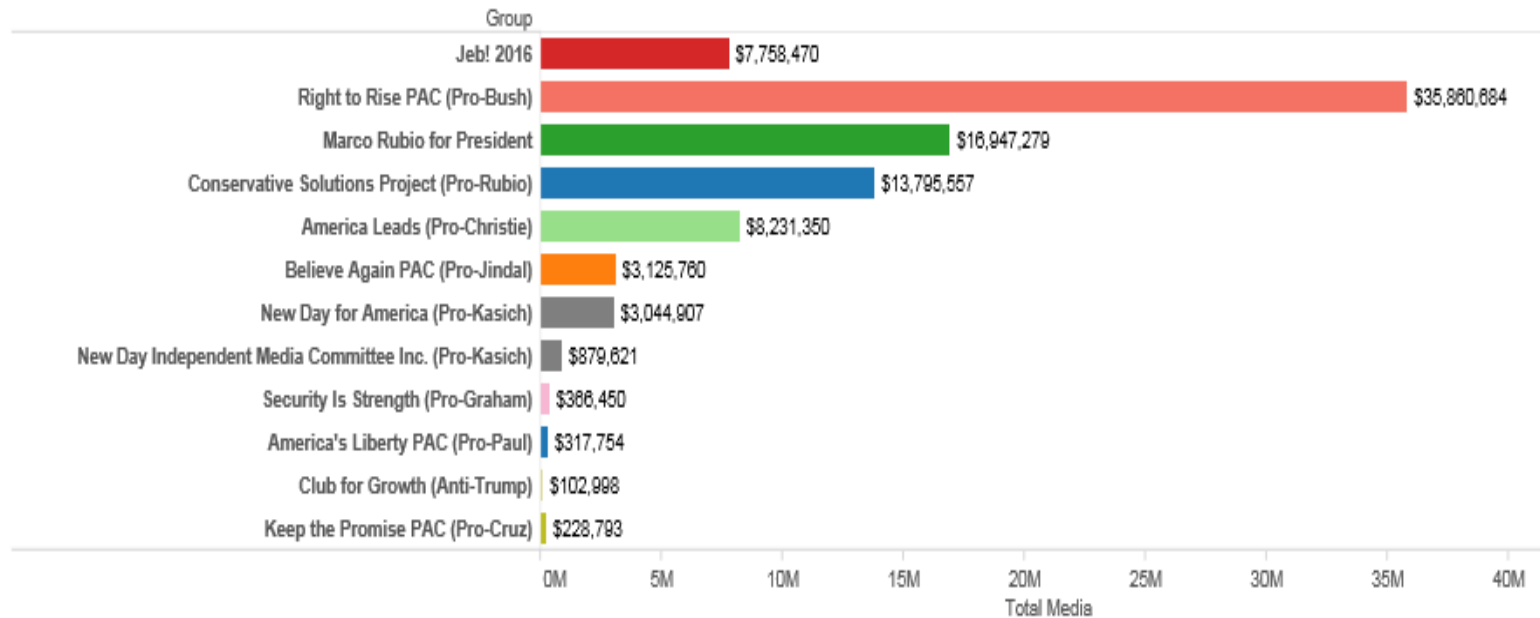
[Touting Record As Reformer, Jeb Bush Aims To Conquer 'Mt. Washington'](#)

Key Positioning

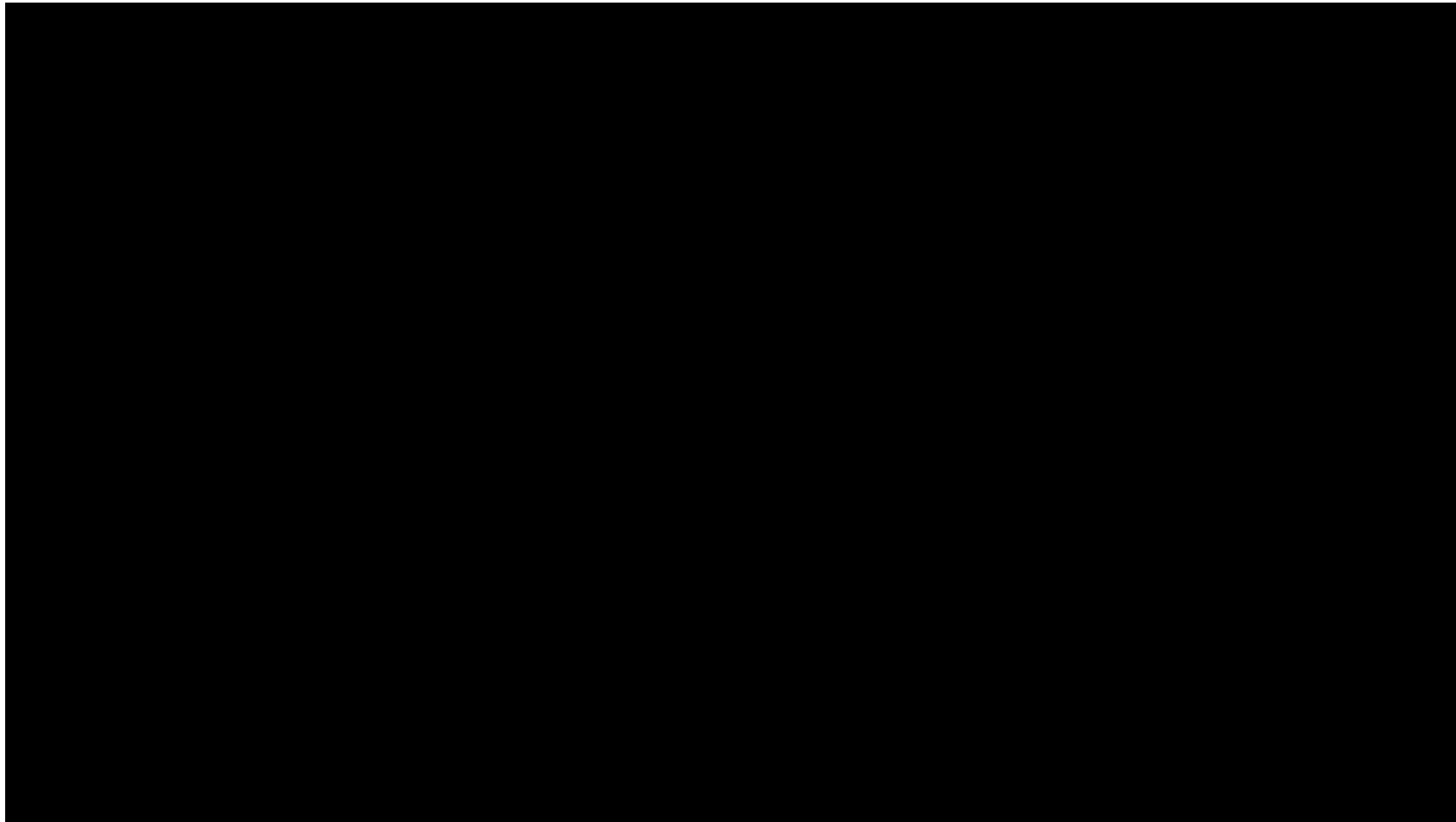
- Governor vs. Senators (action versus talk)
- Reformer who took on Tallahassee
- Washington outsider/disruptor
- Best plan to grow the economy and lift the middle class
- Strongest leader to be Commander in Chief in dangerous times

Republican Presidential Primary Competitive

Future Total Spending by Candidate/PAC: 10.5-2.23



TV Ad in NH: “I’ve Delivered”



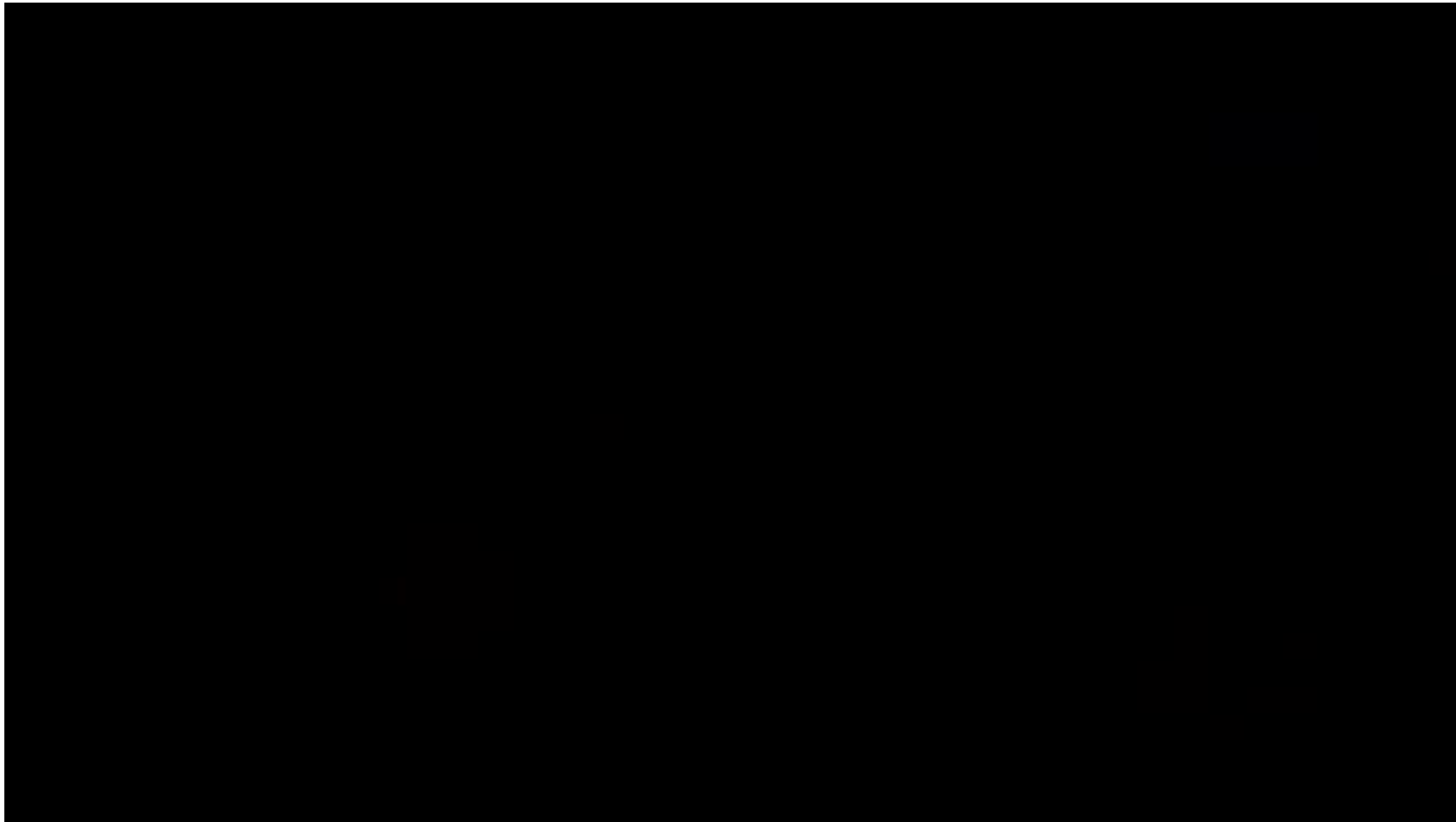
<https://youtu.be/hkG3J7Wp0Qs>

#JebNoFilter: “Sharknado 3”



<https://youtu.be/10bCnKeDmqU>

Jeb2016 Campaign Ad: “Why I’m Running”



<https://youtu.be/lsR1ILPJQWI>

Early State Numbers

- **2012 Iowa Presidential Caucus:**
 - Rick Santorum **29,839** **24.56%**
 - Mitt Romney 29,805 24.53%
- **2012 New Hampshire Presidential Primary:**
 - **Mitt Romney** **97,532** **39.3%**
 - Ron Paul 56,848 22.9%
- **2012 South Carolina Presidential Primary:**
 - **Newt Gingrich** **243,153** **40.4%**
 - Mitt Romney 167,279 27.8%
- **2012 Nevada Presidential Primary:**
 - **Mitt Romney** **16,486** **50.1%**
 - Newt Gingrich 6,956 21.1%

Early State Support

- **Iowa: 52**
 - State Senator Charle Schneider
 - Joni Scotter, Grassroots Activist
 - Dennis Albaugh, Member, Iowa Business Hall of Fame
 - 30 + Top Iowa Business Leaders
- **New Hampshire: 28**
 - State Senator Chuck Morse
 - Sean Mahoney, Former Republican National Committeeman
 - State Representative Robert Rowe
 - State Representative Carlos Gonzalez
- **South Carolina: 243**
 - 2 Living Medal of Honor Recipients, including Kyle Carpenter and Major General James Livingston
 - State Representative Sam River
 - Former Congressman Tommy Hartnett
 - 200 South Carolina students
- **Nevada: 42**
 - Congressman Mark Amodei
 - Former Lt. Governor Brian Krolicki
 - Speaker of the Nevada Assembly, John Hambrick

Staff & Office Status

Iowa

- 10 Paid Staffers
- 2 Offices

South Carolina

- 7 Paid Staffers
- 2 Offices

New Hampshire

- 12 Paid Staffers
- 1 Office

Nevada

- 8 Paid Staffers
- 2 Offices

Ballot Access

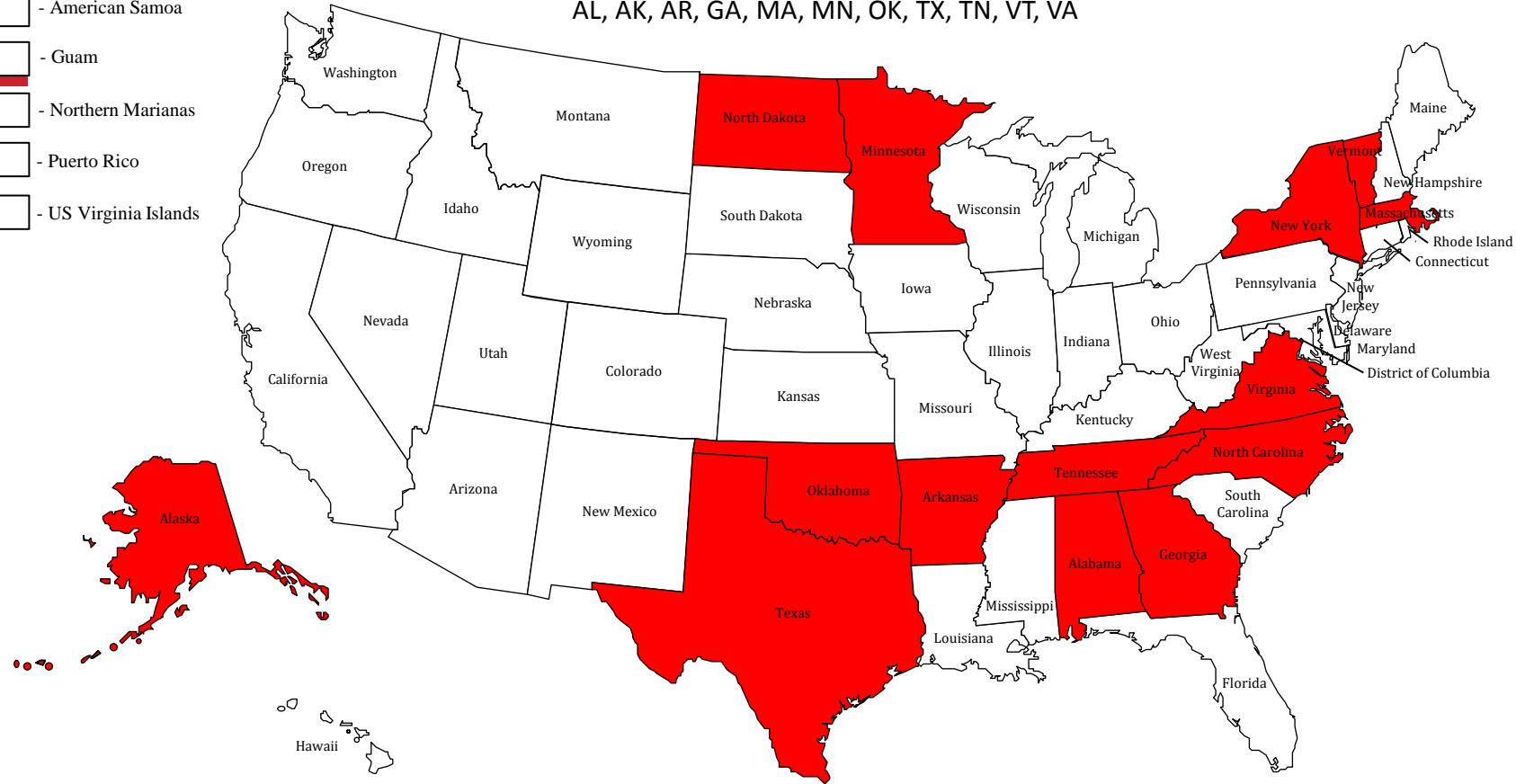
- Majority of ballot access deadlines in fall/early 2016. Jeb 2016, Inc. is laying the groundwork to qualify for every ballot and compete for every delegate.
- In 2012, Rick Santorum surged in March, but he hadn't done the legwork required to qualify delegates for the ballots in Illinois and Ohio. As a result, he was not eligible for a significant chunk of those states' delegates.
- We were first to file our signatures to qualify for the Vermont primary ballot, beating even home state Senator Bernie Sanders. In Kentucky, we were the first to file our caucus qualification check and paperwork, securing ballot access before Senator Rand Paul.
- Jeb and his delegates are gathering signatures in DE, AL, VA, IN, IL, AK and TN.
- We are recruiting delegates in OH and AL.
- We were the first campaign to recruit a full slate of Tennessee delegates.

POLITICAL OVERVIEW & MARCH STATES

Tuesday, March 1, 2016

AL, AK, AR, GA, MA, MN, OK, TX, TN, VT, VA

- American Samoa
- Guam
- Northern Marianas
- Puerto Rico
- US Virginia Islands



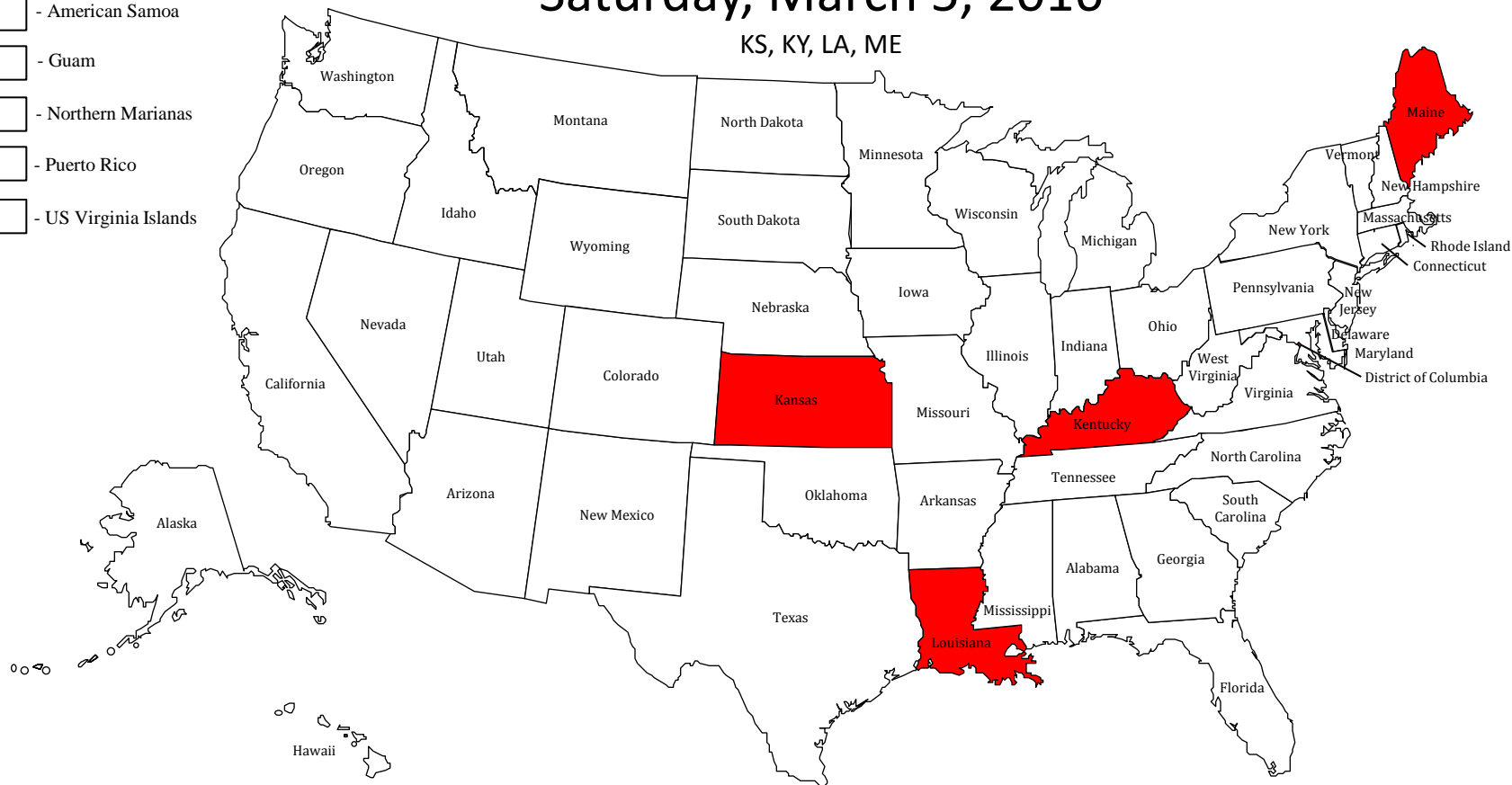
State Breakdown					Contd. State Breakdown				
State	Type	Delegates	# of CDs	Allocation	State	Type	Delegates	# of CDs	Allocation
AL	Primary	50	7	Prop/WTA	TN	Primary	58	9	Prop.
AK	Caucus	28	1	Prop.	TX	Primary	155	36	Prop.
AR	Primary	40	4	Prop/WTA	VT	Primary	16	1	Prop.
GA	Primary	76	14	Prop.	VA	Primary	49	11	Prop.
MA	Primary	42	9	Prop.	3/1 Total		595	186	
MN	Caucus	38	8	Prop.					
OK	Primary	43	5	Prop.					

POLITICAL OVERVIEW & MARCH STATES

Saturday, March 5, 2016

KS, KY, LA, ME

- American Samoa
- Guam
- Northern Marianas
- Puerto Rico
- US Virginia Islands



State Breakdown				
State	Type	Delegates	# of CDs	Allocation
KS	Caucus	40	4	Proportional w/10% threshold
KY	Caucus	45	6	Proportional by statewide with 15% threshold
LA	Primary	47	6	Proportional w/20% threshold
ME	Caucus	23	2	Proportional with 10% threshold
3/5 Totals		155	18	

POLITICAL OVERVIEW &
MARCH STATES

Sunday, March 6, 2016

Puerto Rico

- American Samoa
- Guam
- Northern Marianas
- Puerto Rico
- US Virgin Islands



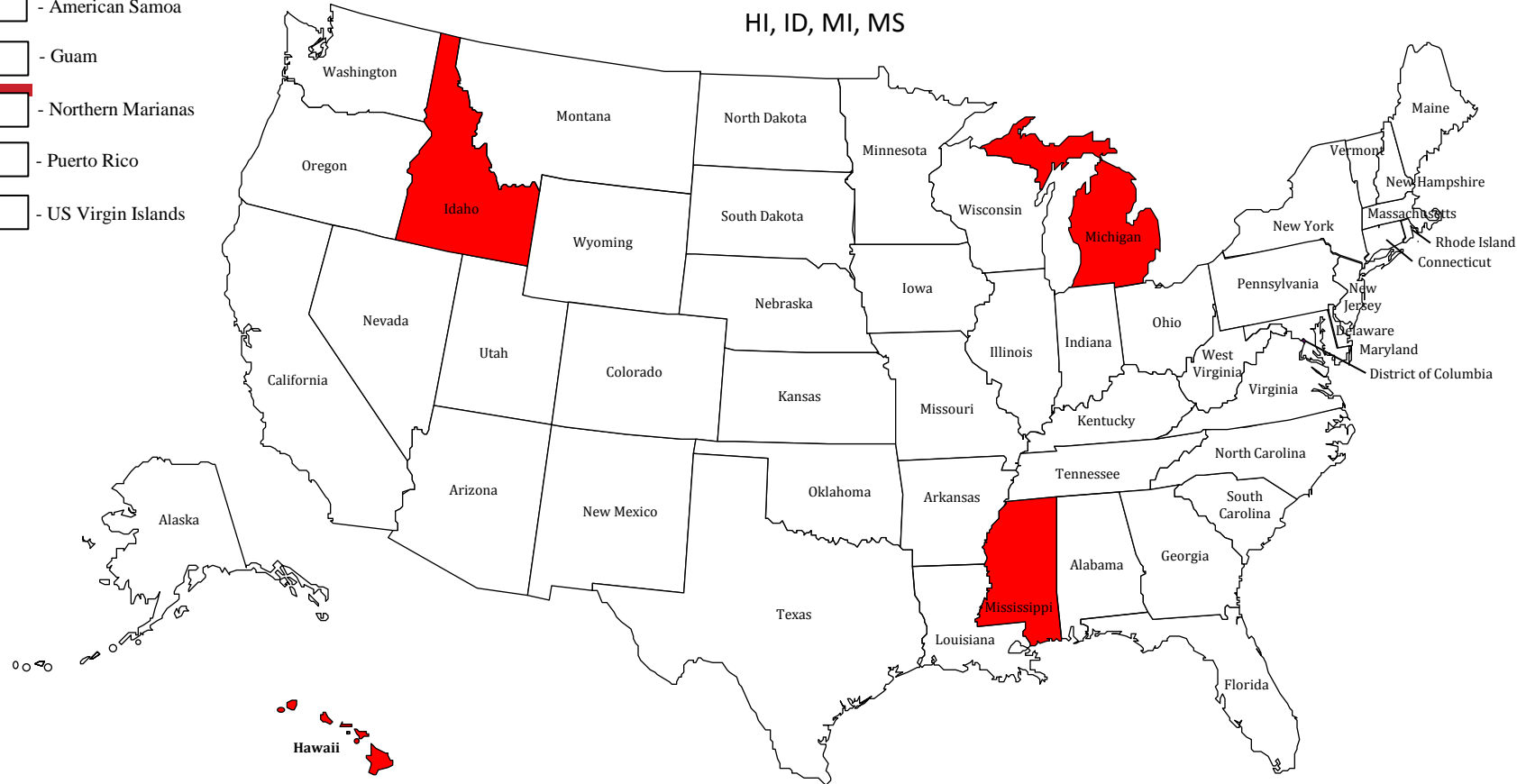
State Breakdown				
State	Type	Delegates	# of CDs	Allocation
Puerto Rico	Primary	23	0	Del Unbound
3/6Totals		23	0	

POLITICAL OVERVIEW & MARCH STATES

Tuesday, March 8, 2016

HI, ID, MI, MS

- American Samoa
- Guam
- Northern Marianas
- Puerto Rico
- US Virgin Islands



State Breakdown				
State	Type	Delegates	# of CDs	Allocation
HI	Caucus	19	2	AL prop by statewide; CD prop by CD
ID	Primary	32	2	AL & CD is WTA with >50%; AL & CD prop by statewide vote with 20% threshold
MI	Primary	59	14	AL & CD is WTA with >50%; AL & CD prop by statewide vote with 15% threshold
MS	Primary	39	4	AL & CD is WTA if >50%; AL & CD prop statewide w/15% threshold
3/8 Totals		149	22	

POLITICAL OVERVIEW & MARCH STATES

Saturday, March 12, 2016

D.C.

- American Samoa
- Guam
- Northern Marianas
- Puerto Rico
- US Virgin Islands



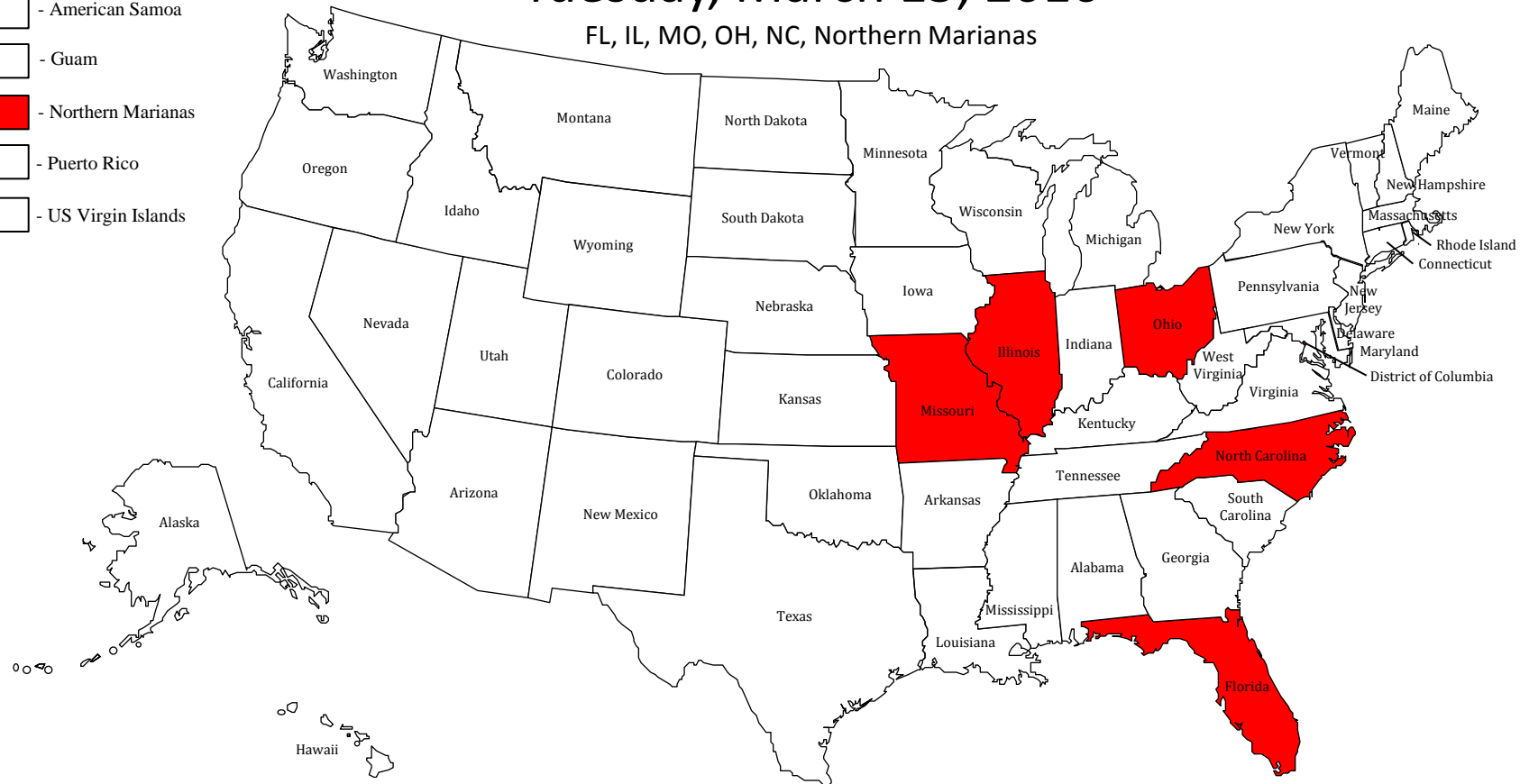
State Breakdown				
State	Type	Delegates	# of CDs	Allocation
D.C.	Caucus	19	0	WTA if >50%, if not, then proportional with a 15% threshold
3/12 Totals		19	0	

POLITICAL OVERVIEW & MARCH STATES

Tuesday, March 15, 2016

FL, IL, MO, OH, NC, Northern Marianas

- American Samoa
- Guam
- Northern Marianas
- Puerto Rico
- US Virgin Islands



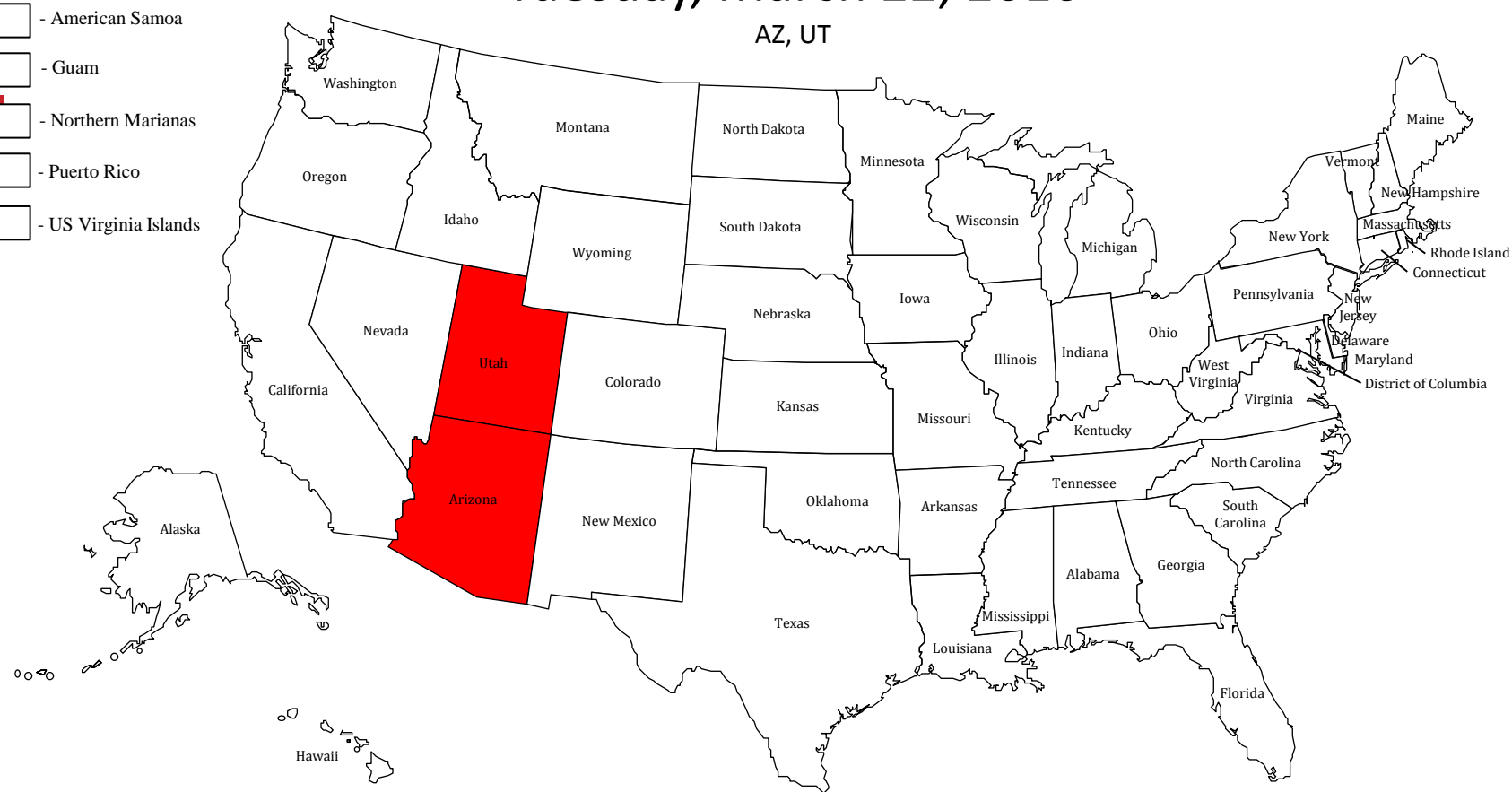
State Breakdown				
State	Type	Delegates	# of CDs	Allocation
FL	Primary	99	27	WTA by statewide
IL	Primary	69	18	CD Delegates elected directly on ballot; AL WTA by statewide
MO	Primary	52	8	WTA if >50% or proportional by statewide w/ a 15% threshold
OH	Primary	66	16	AL is WTA >50% or prop for 20% threshold; CD is WTA
NC	Primary	72	13	Proportional by statewide
Northern Marianas	Caucus	9	0	WTA
3/15 Totals		367	82	

POLITICAL OVERVIEW & MARCH STATES

Tuesday, March 22, 2016

AZ, UT

- American Samoa
- Guam
- Northern Marianas
- Puerto Rico
- US Virginia Islands



State Breakdown				
State	Type	Delegates	# of CDs	Allocation
AZ	Primary	58	9	WTA statewide
UT	Caucus	40	4	WTA if >50%; if not proportional with a 15% threshold
3/22 Totals		98	18	

March State Endorsements

- Former Governor Bob Riley (AL)
- Congressman Mike Rogers (AL)
- Lieutenant Governor Casey Cagle (GA)
- Attorney General Sam Olens (GA)
- Attorney General Palm Bondi (FL)
- Florida Speaker Steve Crisafulli (FL)
- Former Speaker Davy Carter (AR)
- Former Governor William Weld (MA)
- Former Congressman Vin Weber (MN)
- Speaker Jeff Hickman (OK)
- Former Majority Leader Bill Frist (TN)
- Land Commissioner George P. Bush (TX)
- Speaker Joe Straus (TX)
- Congresswoman Kay Granger (TX)
- Attorney General Scott Pruitt (OK)
- Speaker John Hambrick (NV)
- Former Governor Bill Owens (CO)
- Former Majority Leader Eric Cantor (VA)
- Lieutenant Governor John Hager (VA)
- Congressman Charles Boustany (LA)
- Senator Susan Collins (ME)
- Former Governor Jock McKernan (ME)
- Former Governor Luis Fortuño (Puerto Rico)
- Attorney General Bill Schuette (MI)
- Former Attorney General Mike Cox (MI)
- Congressman David Trott (MI)
- Congressman Adam Kinzinger (IL)
- Former Governor Jim Edgar (IL)
- Congresswoman Ann Wagner (MO)
- Congressman Patrick McHenry (NC)
- Senator Orrin Hatch (UT)
- Senator Dean Heller (NV)
- Lt. Governor Kay Ivey (AL)

SEC Travel

NBC: [Jeb Bush Courts Voters Over Selfies And Football](#)

CNN: [Jeb Bush Goes Tailgating: Selfies, Trump, Selfies, Economy, Selfies](#)



Coalitions

Veterans

Launched August 12

Grown to 75, including Former VA Secretary Gen. Anthony Principi; Wendy Rogers, one of the first 100 female U.S. Air Force Pilots; USMC Cpl. Kyle Carpenter (Afghanistan) – youngest living Medal of Honor recipient and 12 Medal of Honor recipients.

Jewish

Launched September 25

77 members, including Georgia Attorney General Sam Olens, Home Depot Founder Bernie Marcus and Dean of Yeshiva Ateres Shmuel (Waterbury) Rabbi Doniel Ginsberg.

Hispanic

Launched October 14

230 members, including Former Puerto Rico Governor Luis Fortuño, Former U.S. Treasurer Rosario Marin, and Former U.S. Senator and RNC Chairman Mel Martinez.

Mission: Next

Launched July 21

Grown to 1,200 students on 250 colleges campuses across 42 states; and an additional 1,000 young professionals.