

**South32, South32.com
is not for sale.**

South32 is a Billion Dollars film company

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South32 Registered in 2012

Creation Date: 2012-04-03T13:41:17Z

**South32, South32.com
is not for sale.**

South32 is a Billion Dollars film company

South32 South32.com is a trademarked film company and is not for sale.

From: Richard Coogan <richard@coogan.au>
Date: October 28, 2023 at 8:44:35 PM PDT
Support@south32.com
Subject: South32.com

Hi Luigi

I'm a domain broker from Perth, Australia --- the same city as South32 Limited.

Don't worry, I don't represent BHP or South32 Limited, nor am I affiliated with either one.

To the contrary (and if you are interested) it would be a great privilege to represent you in selling South32.com to them.

Last year I sold Westpac.com to Westpac Bank — an Australian entity bigger than South32 Limited — in one of the largest domain transactions in history:

<https://www.itnews.com.au/news/australias-westpac-acquires-the-westpaccom-domain-584128>

In the Westpac deal, I represented the seller who (like you) had legitimate rights to the domain — leaving Westpac Bank to choose between buying the domain or never owning it.

Similarly, what I like about South32.com is that you've owned it longer than their company has existed, meaning they can't take it from you. I just read the WIPO UDRP proceeding they filed earlier this year and can't believe South32 Limited would even try it — it was never going to work for that reason alone.



Having brokered Westpac.com, South32 Limited would likely take a meeting with me. I suspect it will take a few in-person meetings to close an acquisition of the South32.com domain.

I'm confident we could get mid-7 figures for the domain. Having said that, I can work with whatever price target you might have. Regardless, I have a few ideas & strategies on maximizing this price.

Anyway, let me know if you're interested in working together.

Best
Richard

Response:

Contact photo
To richard@coogan.au on 2023-10-28 23:09
Details

Hello Richard

Thanks for contacting me congratulations on your Westpac.com sale.
however south32.com is not for sale.

Luigi

On 2023-10-29 07:57, Richard Coogan wrote:

Hi Luigi

Thank you for your response.

I acknowledge that South32.com is not for sale.

Putting myself in your shoes, I understand why you would be reluctant to discuss the domain with a stranger — especially after the way you've been treated by the mining giant.

I can provide a signed document stating that I am not affiliated with (or acting on behalf of) BHP or South32 Limited, as well as a Non Disclosure Agreement (NDA) which legally prevents me from discussing anything we talk about with anyone else.

In addition, we could chat using a privacy app of your choice, like Telegram or Signal.

—Richard

Contact photo

To Richard Coogan on 2023-10-29 09:40

Details

Plain text

Hello again Richard

I thank you again for the opportunity, Let me say I have been in the film business since 2006 I am pretty well known in Hollywood my actors are sag actors we make union movies I have had major actors played in my movies - we have several movie projects totaling over 500 million dollars projects that we are working on right now, Our South32 name is essential and not a good idea to sell we have trademarks and many other contracts under South32 name changing the name is not suitable or beneficial. its taken us years to make

South32 famous everyone knows the name starting with an unknown name is a very bad idea.

Luigi

South32 CEO.

On 2023-11-01 09:18, Richard Coogan wrote:

Hi Luigi

Congratulations on your success so far.



I agree that rebranding would be costly for your business. To me this is a good thing as it means South32 Limited would need to pay a premium to acquire the domain from you.

There are several reasons the South32.com domain is worth millions:
South32 Limited is a multibillion dollar global company;
You registered South32.com before South32 Limited existed;
Your business is using the South32 name;
The UDRP claim against you failed, proving that you are the rightful owner;
You have some colorful material about the mining company on the South32.com homepage :)
Your position is that South32.com is not for sale.
All of these factors have created the perfect storm to obtain the maximum sale price for South32.com

Although in order for any acquisition to occur — someone needs to initiate & facilitate the transaction. Often times, deals don't get done

simply because neither side wants to appear too keen to buy/sell the domain. This is where a good broker can help.

The process I use:

As a domain broker I only represent the sell-side of each transaction (i.e. representing the domain owner).

I usually use a Good Cop / Indifferent Cop angle when presenting to the prospective buyer.

This involves me reaching out to the buyer's leadership team with a detailed PDF proposal.

In the proposal, I present myself as the concerned Good Cop that is explaining the branding, marketing & security implications of not owning their .com domain.

Meanwhile, I present the domain owner as the Indifferent Cop who isn't particularly interested in selling the domain due to the negative impact it will have on their business. I explain that the domain owner is only letting me represent them as I insisted to them that the potential buyer will take the above risks/implications seriously and will need to resolve them by acquiring the domain for what it's worth to the domain owner. Whether or not the leadership team believes this narrative is irrelevant, as they have legal & financial responsibilities to protect their company or else risk their

roles/careers. This works surprisingly well — especially when contacting publicly



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listed companies like South32 Limited.

Would you like me to send you a draft proposal? That way you can assess if working together is something you are interested in.



South32, South32.com
is not for sale.
South32 is a \$1,000,000,000.00 Film Company

Best

Richard

Re: South32.com
Contact photo
To Richard Coogan on 2023-11-01 12:36
Details
Plain text
Hello Richard

My attorneys are working on bringing legal action against Graham Kerr mining company and BHP Billiton 2015 South32 spin off Andrew Mackenzie for their wrongfully knowingly creating a new company using my company name.

Luigi

On 2023-11-01 21:20, Richard Coogan wrote:

Hi Luigi

I understand your frustration of South32 Limited using the South32 name.

Rather than costly legal proceedings, it would be far more profitable to include your projected loss into a proposed sale price of South32.com

For example, what if we gave South32 Limited a \$10 million USD asking price? I assume this would offset the costs involved in rebranding your business.

I can create the proposal and meet with them to close the deal. Since I brokered Westpac.com, they will take my proposal and meeting seriously. Also, Australian culture involves meeting in-person for large

transactions and there is no-one here more qualified than me.



Luigi, let's get you a big payday that reimburses you for South32.com

Best
Richard

Re: South32.com
Contact photo
To Richard Coogan on 2023-11-02 11:43
Details
Plain text

Dear Richard

we have proof BHP had knowledge of our company South32 existence, Actually we submitted proof to icann that BHP employees told BHP executives of our 2012 South32 company but Graham Kerr , Andrew Mackenzie and other associates ignored their employee advice and ordered to register South32.net

BHP Billiton Graham Kerr 8 years bad behavior actions have caused our company opportunities to lose Billions of dollars.

We have the best top attorneys that will prove beyond reasonable doubt BHP's South32.net negligence wrongful business practice intentionally hurting our company.

Graham Kerr BHP and South32.net are all involved and responsible.
Sorry not going to sell.

Luigi

South32 CEO.

South32 is not for sale.

Contact photo



To richard@coogan.au on 2023-11-05 10:26

Details

Hello Richard

South32 is our trademark film company for years, We have many projects that we are working on, Like I said we are not selling.

Luigi

<https://south32.com/>

<https://vimeo.com/ondemand/south32>

Like i said South32 South32.com is not for sale.

Take care.

Luigi



South32
South32 CEO.