

From: Alf Jamieson <alf@media5.co.nz>
Sent: 02 March 2026 16:27
To: Andrew Horne <andrew.horne@minterellison.co.nz>
Cc: Zane Kennedy <zane.kennedy@millslane.co.nz>; tim.jones@bdo.co.nz; Dave Jaques <Dave@digitalsigns.co.nz>
Subject: Re: BDO Auckland - Media5

Hi Andrew,

Thanks for the letter.

I've had a good hard think about it today and in response make the following points:

- Where possible, I seek to allow parties the ability to express themselves responsibly on billboards. I don't seek to curtail this ability based on what my personal opinion on the matter is or whether running the content will be a massive pain in the butt for Media5. For example, I have in the past run anti-abortion billboards (which I personally disagree with) because it's important that even un-fashionable parties get to share their reasonably held views. This behaviour has led to a lot of PR drama and quite a bit of time wasting for myself but I think it's a vital thing to do and note that this type of party is frequently rejected by corporate media operators due to the inevitable hassle involved.
- I have a commercial obligation to Dave Jaques/Digital Signs (Dave) in that I have contracted to display his billboard content for 1 month, until the last day of March.
- Dave says he is 100% right with regard to the information on the billboards and you (BDO) say he's totally wrong. On the face of it I don't see that the material on the billboard is defamatory. Dave's design seems pretty frivolous to me and the reality is that the dispute is between BDO and Dave. Media5 100% wants to do the right thing and abide by the law but it's not clear to me right now what that is.
- As per Media5's terms of sale, Dave has indemnified Media5 for any actions relative to the content he is running on Media5's billboards. As such you guys really need to join Dave to this action or take up the injunction directly with Dave as he's in a much better position to address the facts of the matter.

As Dave is indemnifying Media5 in this matter, Steve Keall (stevekeall@stevekeall.com) will act on behalf of Media5 so please serve him with anything you intend to file.

- As stated Media5 100% wants to abide by the law and will immediately comply with any court decisions.
- I have copied in Dave on this e-mail for transparency issues.

Regards,

Alf Jamieson
Director

MEDIA5
P.O Box 90442, Victoria Street West, Auckland 1142
021 55 29 26

alf@media5.co.nz
www.media5.co.nz

“All media except out-of-home has become completely avoidable” – Jon Mandel

This communication is confidential and may contain privileged material. If you are not the intended recipient you must not read, use, disclose, copy or retain it. If you have received it in error please immediately notify me by return email and delete the emails. Thank-you.

From: Andrew Horne <andrew.horne@minterellison.co.nz>
Sent: Sunday, 1 March 2026 8:33 pm
To: Alf Jamieson <alf@media5.co.nz>
Cc: Zane Kennedy <zane.kennedy@millslane.co.nz>; tim.jones@bdo.co.nz
<tim.jones@bdo.co.nz>
Subject: BDO Auckland - Media5

Please refer to the attached letter.

Kind regards

Andrew Horne 
Partner
T [+64 9 353 9903](tel:+6493539903) M [+64 21 245 1545](tel:+64212451545)
andrew.horne@minterellison.co.nz
MinterEllisonRuddWatts
minterellison.co.nz | [LinkedIn](#)



Important information

This email and any attachments are confidential and may be legally privileged (in which case neither is waived or lost by mistaken delivery). Please notify us if you have received this message in error, and remove both emails from your system. Any unauthorised use is expressly prohibited. MinterEllisonRuddWatts collects personal information to provide and market our services (see our privacy policy at minterellison.co.nz for more information about use, disclosure and access). MinterEllisonRuddWatts' liability in connection with transmitting, unauthorised access to, or viruses in this message and its attachments, is limited to re-supplying this message and its attachments.

Lawyers are required to seek verification of their client's identity. [Learn more](#).
