

Memorandum of Understanding

Between

Centro Ricardo B. Salinas Pliego

And

Universidad de la Libertad

And

Atlas Network

It is with great enthusiasm that Atlas Network, the Centro Ricardo B. Salinas Pliego (CRBSP), and the Universidad de la Libertad (UL) enter into this Memorandum of Understanding. It is the intention of all parties to develop a closer relationship between students and faculty of the UL, the programs at the CRBSP, and the Atlas Network. This is to be a permanent and flexible relation where the Atlas Network can have access to the UL infrastructure, while structuring grants, provide access to speakers, visiting scholars and to Atlas Network events and programs, to strengthen the experience for UL students, faculty and CRBSP programs, staff and grantees.

Statement of Intent:

1. Atlas Network will provide guest lecturers on issues and subjects that fit with the UL's focus on classical liberal principles and thought. The network can be a source of global experts for events, visiting scholars and speakers. It is the intent of Atlas Network to help solidify the UL's reputation as an outpost of liberal values.
2. Atlas Network can set up a grant structure that would enable UL students and/or faculty to develop case studies on projects to create opportunities for low-income populations, coming from the network's think tank partners, and

related to the Inclusive Economies project that Atlas Network is launching during 2023. It is highly beneficial for all students at the UL to spend time understanding how free societies offer dignity and social mobility for all.

3. New Generation of Ideas Influencers in Latin America. A key priority of the Atlas Network's Center for Latin America over the next few years is to reinvent how groups in the freedom movement identify, cultivate, and capitalize on influencers. Atlas Network invites the UL and the CRBSP to collaborate in developing plans to:
 - Incentivize the network to develop a cohort of 50 promising Latin American influencers who are excited to engage at a deeper level with the freedom movement;
 - Create a collaborative environment for those in the cohort to learn from one another;
 - Create shared resources so the cohort of influencers can access proprietary research collected by the signing parties and to experts on topics or regions from throughout the world, and data on opinion trends (driven by polling and AI-driven analysis of social media content); and,
 - Create healthy competition within the cohort of influencers to be selected for appearances at Atlas Network events and at events convened by the UL and the CRBSP.
4. Expanding our Lights, Camera, Liberty (LCL) program. The CRBSP and the UL agree to present a plan to become annual co-hosts for the Latin American version of the "Lights, Camera, Liberty" program, with the support of Grupo Salinas and its media infrastructure, to provide production training for the program attendees in Spanish and access to its broad network of Spanish-speaking entertainment industry experts.
5. Having a presence at one another's events. The CRBSP, UL and Atlas Network, will collaborate in attending and participating in each organization's main events, where the agendas are aligned, providing opportunities for a higher global reach for the UL and the CRBSP, while providing a stronger alliance with Mexico and Latin America for Atlas Network.
6. Decentralizing Technologies Summit. UL is interested in hosting the first Atlas Network Decentralizing Technologies Summit in 2023 and is willing to work

with Atlas Network in making this the first event collaboration after the signing of this MOU.

7. International Internship Opportunities. The UL needs global alliances to provide students with international academic and work experiences to enhance the work done within its programs. Atlas Network will help the UL with connections and opportunities within its thinktank network, to establish relationships and place students abroad.

Amendment and Termination

If there is agreement between the relevant parties, this agreement may be amended at any time, subject to written approval by representatives of the parties involved. Each party retains the right to terminate this agreement at any time, with 60 days written notice. Should one party terminate this agreement, Atlas Network, CRBSP, and UL commit to honoring the terms of this agreement.

This memorandum of understanding explicitly states that there is no legal binding between Atlas Network, CRBSP and UL, or their personnel, as it is intended only to promote academic excellence, culture and global opportunities.

In agreement to the aforementioned terms, on February 20th, 2023, the following signatures are affixed:

Atlas Network

Brad Lips
Chief Executive Officer

Centro Ricardo B. Salinas Pliego

Fernando Espinosa de los Reyes Aguirre
Director General
Universidad de la Libertad

Jorge Carlos Díaz-Cuervo
Rector