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OMB No. 1124-0003; Expires July 31, 2023

U.S. Department of Justice

Washington, DC 20530

Amendment to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .75 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Daniel J. Edelman, Inc.	3634

3. This amendment is filed to accomplish the following indicated purpose(es):

- ☐ To give notice of change in information as required by Section 2(b) of the Act.
- ☐ To correct a deficiency in
  - ☐ Initial Statement
  - ☐ Supplemental Statement for the 6 month period ending _____
  - ☐ Other purpose *(specify)* _____
- ☒ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:
Amendment to AXA-EDELMAN LOI Appendix2.pdf

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains.

Amendment to registration filed 3-3-2021 under transaction #53420 to extend public affairs, communications services and executive visibility services from 1-1-2022 through December 31, 2022 for AXA.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name		Signature[1]	
January 07, 2022	Raquel daFonseca		/s/ Raquel daFonseca	eSigned
		Sign		
		Sign		
		Sign		

[1] This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

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October 25, 2021

Ulrike Decoene
Group Chief Communications, Brand and Sustainability Officer
AXA
Tour Majunga
6, Place de la Pyramide - 92908 Paris – La Défense Cedex France

Re: Second Amendment (the "Amendment") to that certain interim letter effective January 21, 2021 between AXA ("Client") and Daniel J. Edelman, Inc. doing business as Edelman ("Edelman").

Dear Ulrike Decoene:

Subject to the full execution of this Amendment, Client and Edelman hereby agree to amend the interim letter as follows:

TERM EXTENSION THROUGH DECEMBER 31, 2022
The parties hereby agree that notwithstanding the previous expiration of the interim letter, effective December 2021, the term of the interim letter will be extended and will continue in full force and effect through December 31, 2022.

APPENDIX A -1
The parties hereby agree Edelman will continue to perform services through December 31, 2022. Such services are attached hereto and incorporated into the interim letter as Appendix A-2.

Except as specifically amended by this Amendment, all other terms and conditions of the interim letter shall continue in full force and effect during the extended term of the interim letter. A copy of the interim letter is attached for reference.

If the foregoing terms and conditions are acceptable, please sign and date both originals of this Amendment and return one (1) original to Edelman.

ACCEPTED AND AGREED TO ON THIS 10th DAY OF DECEMBER 2021.

AXA

By: 

Printed Name: Ulrike Decoene

Title: Group Chief Communications, Brand and Sustainability Officer

DANIEL J. EDELMAN, INC.

By: Vik Tohan

Printed Name: Vik Tohan

Title: EVP Finance

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APPENDIX A-1
AXA and Edelman
STATEMENT OF WORK
PROJECT NAME: 2022 Public Affairs & Policy Communications
January 1, 2022 – December 31, 2022

OVERVIEW

Edelman will continue to provide public affairs and communication strategy to implement a communications program for Client in the US. This program is designed to increase the visibility of Client and its leadership among key established stakeholder groups by implementing a multi-prong strategy, built on a foundation of targeted influencer mapping. This approach will maximize Client's attention on priority topics, as well as positively position Client with priority audiences.

This description of services details the deliverables we will provide, along with an estimated scope of work and budget.

DESCRIPTION OF SERVICES & ACTIVITIES

Services	Activities
Strategic Planning	• Develop a map of key stakeholders and government officials in the US who may affect policy on matters that are a priority for the Client. • Track and monitor public statements and activities to inform future conversations and alterations in strategy
Executive Visibility	• Research and identify opportunities for Client leaders to participate in thought leadership events • Support events and engagements to promote Client executives • Assist in introductions and outreach to US based media around thought leadership events
Strategic Outreach & Education	• Leverage the messaging, foundational research, and map, to schedule and support a series of meetings in the US. • Conduct outreach and scheduling for these meetings. • Develop a calendar and recommended cadence of calls or meetings to facilitate personal, one-on-one conversations on the topic of the day. • Provide a briefing memo prior to each call or meeting.

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services, the amount required to perform the additional services will be agreed upon and an Addendum will be attached to the current Statement of Work.

Budget

Professional Fees:	**$282,000**
Internal Expenses (6%):	**$16,920**
Estimated Expenses: *(includes 10% markup on 3rd party expenses)*	**$As Incurred**

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Total: **$298,920 plus expenses as incurred**

Client authorizes Edelman to bill up to ten percent (10%) over the estimated expense amounts in the above Budget without seeking further approval. If staff expenses are anticipated to exceed ten percent (10%) over the estimated amounts, Edelman will issue an addendum to the current SOW for Client approval.

TERMS

Fee Billing. Edelman shall invoice Client in accordance to the payment schedule set forth below. Fees are based on the Scope of Services above and not based on actual hours. As such, Edelman shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as-incurred basis. Actual expenses may vary from any estimated amounts provided in the Budget section.

Invoices. Edelman will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name: Company Name: Address:	Ulrike Decoene Group Chief Communications, Brand and Sustainability Officer AXA 25 avenue Matignon 75008 Paris France ulrike.decoene@axa.com

RETAINER BILLING SCHEDULE

ESTIMATED INVOICE DATE (mm/dd/yyyy)	AMOUNT $
01/01/2022	$24,910
02/01/2022	$24,910
03/01/2022	$24,910
04/01/2022	$24,910
05/01/2022	$24,910
06/01/2022	$24,910
07/01/2022	$24,910
08/01/2022	$24,910
09/01/2022	$24,910
10/01/2022	$24,910
11/01/2022	$24,910
12/01/2022	$24,910
	$298,920*

**includes 6% internal expense charge*

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