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OMB No. 1124-0006; Expires July 31, 2023

U.S. Department of Justice
Washington, DC 20530

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

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by 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 this 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 .22 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
Daniel J. Edelman, Inc.

2. Registration Number
3634

3. Primary Address of Registrant
111 North Canal Street, Suite 1100, Chicago, IL 60606

4. Name of Foreign Principal
Veyron Company Ltd., a Representative for Saudi Data Artificial Intelligence Agency (SDAIA)

5. Address of Foreign Principal
8109 Uthman Ibn Affan Rd, Al Narjis Dist.
Ryadh, Saudi Arabia
SAUDI ARABIA 13324

6. Country/Region Represented
SAUDI ARABIA

7. Indicate whether the foreign principal is one of the following:

- ☐ Government of a foreign country [1]
- ☐ Foreign political party
- ☒ Foreign or domestic organization: If either, check one of the following:
  - ☐ Partnership
  - ☐ Corporation
  - ☐ Association
  - ☐ Committee
  - ☐ Voluntary group
  - ☒ Other *(specify)* Private Limited Company.
- ☐ Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official with whom registrant engages

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

a) Name and title of official with whom registrant engages

b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

See Appendix for Response

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☒

11. Explain fully all items answered "Yes" in Item 10(b).

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Veyron Company Limited is a private company based in Riyadh and Co-founded by Mohammad Esmail, Managing Director.

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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
July 7, 2022	Raquel daFonseca	Raquel daFonseca

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EXECUTION

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Date	Printed Name	Signature
07/07/2022	Raquel daFonseca	/s/Raquel daFonseca

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Appendix
Response to Item 10(a)

Veyron Company Limited is a Riyadh based advertising company that provides marketing and communications services. Edelman will provide communications and media relations services in the U.S. directly to the foreign principal, on behalf of its client Saudi Data and Artificial Intelligence Authority (SDAIA), a government agency.

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U.S. Department of Justice

Washington, DC 20530

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

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form 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 .32 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. Name of Foreign Principal

Veyron Company Ltd., a Representative for Saudi Data Artificial Intelligence Agency (SDAIA)

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 06/30/2022

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Edelman will provide communications and media relations services in the U.S. directly to the foreign principal, on behalf of its client Saudi Data and Artificial Intelligence Authority (SDAIA), a government agency.

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Edelman will seek to promote the Global AI Summit with a focus of attracting media attention.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

See Appendix for Response

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose

12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	Recipient	Purpose	Amount

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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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
July 7, 2022	Raquel daFonseca	Raquel daFonseca

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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
07/07/2022	Raquel daFonseca	/s/Raquel daFonseca

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Appendix
Response to Item 10

Item 10: Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act. If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Edelman will provide communications program, strategy and planning, media spokesperson training, media outreach and event support directly to the foreign principal, on behalf of its client Saudi Data and Artificial Intelligence Authority (SDAIA), a government agency.

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MASTER SERVICES AGREEMENT

June 27, 2022

Veyron Company LTD
8109 Uthman Ibn Affan Rd - Al Narjis Dist. KSA

This document constitutes the master services agreement ("Agreement") between Veyron Company LTD ("Client"), as a representative for SDAIA, and Edelman Saudi Arabia LLC, doing business as Edelman, ("Edelman") for the provision of services as set forth herein. For the purpose of this Agreement, both Client & Edelman together to be referred as the "parties" & individually to be referred as "party". The parties agree as follows:

1. **Services.** Edelman shall perform the PR services ("Services") pertaining to the deliverables in the Scope Of Work ("SOW") below for the agreed territories, as executed by the parties. If Client wants to expand the scope of the Services or wants additional services, Client and Edelman shall mutually agree upon the additional services to be performed and the amount required to perform the additional services and either amend the current SOW or execute a new SOW, as appropriate. Edelman shall bill Client and Client shall pay Edelman for such additional services in accordance with the terms of this Agreement. Further without Client's prior written consent, Edelman shall not perform any additional work, unless agreed upon in the SOW.

2. **Compensation.**

2.1. **Budget.**

The total projected fees and expenses for the Services ("Budget"), are set forth in Appendix A. The Budget pertains to Services only and is only for Services rendered by Edelman's USA office, unless specifically provided otherwise herein. The Budget is excluding any travel, accommodation, on ground expenses and any 3rd party cost, it represents the fees of Edelman only.

2.2. **Fee Billing.**

Edelman shall bill the Client the total amount of SAR 779,973 (seven hundred and seventy nine thousand nine hundred and seventy three Riyal) inclusive of all applicable taxes in monthly invoices as percentage completion of deliverables at the end of each month provided the office approval from SDAIA on the percentage completion. A delivery report will be submitted by Edelman to SDAIA for approval it is Edelman's responsibility to prepare and submit the reports to SDAIA, which will have 7 days to approve each submitted report. The amount agreed shall compensate Edelman for performance of the Services during the agreement life. Edelman shall not be obligated to provide the Client with any hourly billing detail. Edelman is required, however, to provide the Client with reports on all the Services performed by Edelman and acquire the approval of SDAIA on the delivery of services.

2.3. **Expenses.**

(a) Out-of-pocket Expenses. Client shall reimburse Edelman for out-of-pocket, third-party vendor expenses incurred by Edelman in undertaking such services as specified below. Client shall pay the cost following prior approval of all third party related expenses by Edelman. Out of pocket services are classified as but not limited to translations, design, photography work and paid media.

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(b) Travel and Accommodation Expenses. Client shall reimburse Edelman for all travel and accommodation related expenses incurred by Edelman team in performance and delivery of the services listed in the Scope of Work from Appendix A. reimburcement will be per actual spend for prior approved travel cost.

2.4. Payment. Except as otherwise provided herein, payments for the fees and expenses described in this Section 2 are due and owing to Edelman within 48 hours from the date Client receives the payment of the same from SDAIA provided, however, that such payments shall not be deemed late if received by Edelman within thirty (30) days of such invoice dates. Edelman's failure to issue an invoice in a timely manner will not relieve Client of Client's obligation to pay the amounts due pursuant to such invoice, but will postpone the due date accordingly. Restrictive endorsements or other statements on checks accepted by Edelman shall be of no force or effect. To the extent that Client disputes any invoice, Client must provide Edelman written notice of such dispute within thirty (30) days of the invoice date, or Client shall waive any claim with respect to such invoice.

3. Indemnification.

3.1 Client represents and warrants that the materials and information it provides to Edelman are accurate and complete and that it is the owner or licensee of all intellectual property rights sufficient to enable Edelman to edit, reproduce and otherwise use, publish and distribute such materials in performing Services for Client. Client shall defend, indemnify and hold Edelman harmless from and against any third-party liabilities, actions, claims, damages, judgments or expenses, including reasonable attorneys' fees and costs, (collectively "Claims") that arise out of or relate to: (i) information, statements or materials (including any Claims relating to intellectual property rights therein), prepared or provided by Client, that Client directed Edelman to use or that were approved by Client, including, without limitation, any Claims of infringement or misappropriation of copyright, trademark, patent, trade secret or other intellectual property or proprietary right, infringement of the rights of privacy or publicity, or defamation or libel (ii) product liability or death, personal injury or property damage arising out of, or relating to, Client's acts or omissions or Client's products, services or equipment; and/or (iii) Client's negligence or willful misconduct.

3.2 Edelman shall defend, indemnify and hold Client harmless from and against any Claims that arise out of, or relate to Edelman's gross negligence or willful misconduct in performing the Services under this Agreement.

3.3 The indemnifying party's obligations under this Agreement are conditioned upon (i) the other party's giving prompt, written notice of a Claim; (ii) the indemnifying party having sole control of the defense and settlement of a Claim (provided that the indemnifying party may not settle any Claim in a manner that would adversely affect the other party's rights, reputation or interests without the other party's prior written consent, which shall not be unreasonably withheld); and (iii) the other party's cooperation with the indemnifying party, at the indemnifying party's expense, in the defense and settlement of the Claim, as the indemnifying party may reasonably request. The party seeking indemnification shall have the right to participate in the defense thereof with counsel of its choosing at its own expense.

3.4 In addition, in matters in which Edelman is not an adverse party, Client shall pay or reimburse Edelman for all reasonable staff time, attorneys' fees and expenses Edelman incurs in relation to subpoenas, depositions, discovery demands and other inquiries in connection with suits,

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proceedings, governmental, legislative or regulatory hearings, investigations or other civil or criminal proceedings in which Client is a party, subject or target, vice versa; similar reimbursement terms will be applicable to Edelman, if Client is not an adverse party.

4. **Term.** This Agreement shall commence effective as of **26/06/2022** and shall continue until **30/09/2022**.

5. **Termination**. Either party may terminate this Agreement or a particular SOW for any reason by providing the other party with not less than thirty (30) days' written notice. In addition, either party may terminate this Agreement upon ten (10) days' written notice to the other party in the event of any material breach of this Agreement (including non-payment of any invoice), if such breach is not corrected by the other party within the ten-day period. Either party may immediately terminate this Agreement if the other becomes insolvent; is unable to pay its debts as they mature; is the subject of a petition in bankruptcy or of any other proceeding under bankruptcy, insolvency or similar laws; makes an assignment for the benefit of creditors, or is named in, or its property is subjected to, a suit for the appointment of a receiver; or is dissolved or liquidated. The respective rights and duties of the parties shall continue in full force and effect during the notice period.

6. **Limitation of Liability.** Both Parties aggregate liability arising out of, or relating to, this agreement shall not exceed the amount of fees paid under this Agreement. In no event either of the parties shall be liable to each other for any special, consequential, punitive or other indirect damages (including, but not limited to, lost revenues or profits), whether or not notified of such damages.

7. **Confidentiality.** Each party will use reasonable efforts to keep confidential all information and materials so designated by the other party and to limit access to such information and materials to those with a need to know for purposes of performing this Agreement. Notwithstanding the foregoing, each party acknowledges that information and materials shall not be deemed confidential for the purposes of this Agreement if such information and materials: (i) become publicly available through no wrongful act or breach of any obligation of confidentiality on the receiving party's part; (ii) are, at the time of disclosure, lawfully known to the receiving party without restriction on disclosure; (iii) are independently developed or obtained by the receiving party without breach of this Agreement; (iv) are required to be disclosed by law or applicable legal process; or (v) are authorized for release by the disclosing party. This Section shall survive termination or expiration of this Agreement, up to a period of 5 years only, from the date of termination or expiration of this Agreement.

Both parties shall comply with the General Data Protection Regulation detailed in Appendix B.

8. **Intellectual Property.** Unless specifically provided for in the SOW and paid for by Client, Edelman does not perform any searches, including but not limited to, trademark, copyright or patent searches, to determine if materials prepared or provided by it, or any portion thereof, may infringe the rights of any third party, and such searches and determinations are the responsibility of Client. Nothing in this Agreement shall prohibit or prevent Edelman from using materials that are obtained from third parties pursuant to limited licenses,

Upon payment in full of all amounts due and owing Edelman with respect to the Services, Edelman will, upon Client's request, assign all of its right, title and interest, including all of its copyright and trademark rights, in the materials Edelman creates in connection with such Services; provided, however, that Client shall obtain no ownership interest in (i) third party materials, including without limitation, stock photography, (ii) materials prepared by Edelman prior to or outside the scope of this Agreement, even if customized for Client, and (iii) materials Edelman considers proprietary, including but not limited to,

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media lists, media training guides, influencer lists, data bases, BrandCARE™ materials and proposals Edelman submits to Client that Client does not engage Edelman to implement. Upon Client's request, and at Client's expense, Edelman shall use reasonable efforts to obtain from any third party any and all assignments and releases necessary to grant Client the rights of such third party.

Edelman may during the term of this Agreement but not thereafter and solely for the purposes of this Agreement use the trademark "**SDAIA**" and such other trademarks as may be agreed to in writing by Client in connection with the services.

Edelman hereby acknowledges **SDAIA** exclusive right, title and interest in and to the said trademarks and trade names and further acknowledges that all copyrights, patents, utility model rights and all other intellectual property rights of whatever kind used in or in connection with the Services, are the sole and exclusive property of **SDAIA**. Edelman shall have no right to apply for registration of the said trademarks or trade names or such other marks, symbols or emblems or Domain names as are or will be owned, controlled or used by Client.

9. **Non-Solicitation of Employees.** During the term of this Agreement and for one (1) year after its termination, either of the parties will not, without the written consent of other party, knowingly solicit (either directly or indirectly) any employee with whom they came into contact during the performance of this Agreement, for the purpose of engaging such employee as an employee, consultant, agent or other independent contractor. In the event any of the parties does so solicit and employ or engage any person so employed by the other party, they shall pay the other party a fee equal to the total amount of such employee's annual cash and non-cash compensation as a reimbursement of its recruitment and training costs.

This Agreement shall be construed in accordance with the laws of the Kingdom of Saudi Arabia. Any dispute, controversy or claim arising out of or relating to this Agreement, including any question regarding its existence, validity, interpretation, breach or termination shall be referred to and finally resolved by the exclusive and final jurisdiction of the courts of Riyadh.

10. **Attorneys' Fees.** In the event that any action or proceeding (including, without limitation, any alternative dispute resolution mechanism agreed to by the parties) is brought in connection with this Agreement, the prevailing party shall be entitled to recover its costs and reasonable attorneys' fees.

11. **Assignment.** Neither party may assign this Agreement or any rights or obligations hereunder, whether directly or indirectly, without the prior written consent of the other party; provided, however, that Edelman may elect to engage subcontractors in connection with the performance of its Services hereunder.

12. **Force Majeure.** Neither party shall be liable to the other for any delay or failure in performance hereunder due to causes which are beyond the reasonable control of the party unable to perform. If a force majeure event remains in effect for more than thirty days, the other party may terminate the affected SOW.

13. **Notice.** Except as otherwise provided herein, all notices that either party is required or may desire to give the other party hereunder shall be in writing and shall be sufficiently given if (i) delivered in person, (ii) sent by registered or certified mail, either postage prepaid, (iii) sent by prepaid overnight courier; or (v) transmitted by e-mail, when received and opened. All such notices shall be addressed to each party as follows:

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With a copy to:	Kenana Dahlan Head of Saudi Arabia Email: kenana.dahlan@edelman.com
If to Client:	Zaher Hatoum Title: Senior Business Director E-mail: zaher@veyronmarketing.com

14. **Section Headings.** Section headings contained herein are solely for convenience and are not in any sense to be given weight in the construction of this Agreement.

15. **Counterparts.** This Agreement and any SOW hereunder may be executed in two or more Counterparts, each of which will be deemed an original for purposes of this Agreement or the SOW.

16. **Compliance with Laws.** Client shall comply with, and be in compliance with, all applicable federal, state and municipal statutes, laws, ordinances and regulations, including, without limitation, those relating to privacy, security, environment, Occupational Safety and Health Administration, labor standards, and any permits, licenses and certifications Client is required to have.

For performance of the Services under this Agreement, Edelman to make sure all their services including public relations conducted are in compliance with the laws of GCC. Further any act of violation or infringement on the part Edelman on performing their Services under this agreement, Client accepts no responsibility or liability.

17. **Entire Agreement.** This Agreement, along with any and all SOWs, exhibits and attachments, constitutes a single agreement, as well as the entire agreement with respect to the subject matter hereof, supersedes any prior or contemporaneous agreement between the parties, whether written or oral, with respect to the subject matter hereof, and may be modified or amended only by a writing signed by the party to be charged.

18. Relation Between Parties:

This Agreement does not constitute Edelman as an agent, partner or employee or legal representative of Client for any purpose whatsoever. Edelman is not granted any right or authority to assume or create any obligation or responsibility expressed or implied on behalf of or in the name of Client or to bind Client in any manner or thing whatsoever.

Your signature below confirms that you, as an authorized representative of Client, enter into this Agreement on behalf of Client.

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ACCEPTED AND AGREED TO ON June 29, 2022

Veyron Company LTD

By:

Printed Name: Mohammad Al Esmail

Title: Managing Director

Edelman Saudi Arabia LLC

By: _____

Printed Name: Kenana Dahlan

Title: Head of Saudi Arabia

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Appendix A: Scope of Work

USA SCOPE

Objectives	Responsibilities	Output/Deliverables	Frequency	Fees SAR
AI Summit Communications Program, Strategy & Planning	Communications Strategy Development of the Summit/program	Program communications strategy document	1	46,969
	Annual communications plan (PR + Social)	Summit communications plan (International)	1	40,238
	Narrative and messaging	Master Narrative & Messaging Document for the Summit program	1	38,063
	Media spokesperson training (2 half day sessions,	Prepare for and co-lead 2 half day media training sessions with members of Edelman's Saudi Arabia + US team	2	64,875
	with 3 – 4 attendees)	***Can join virtually or option to bill travel costs for in-person attendance as OOPs*		
	Media Outreach	'- Development of international media list	3	90,891
		- Adjusting media pitches for international audiences		
		- Pitching international media		
		- Monitoring of media request inbox for international requests and providing recommendations on engaging reactively		
	Measurement reporting set up (one off cost)	'- Inputting international achievements into one (1) wrap-up report	1	18,563
On Site Event Support	Planning and coordinating Intl media at the global AI Summit. Coordination of international media invitations and interviews (at) the venue	On-site staffing to coordinate international media for two (2) days	3	144,638
Account Management	Project Management	Client meetings & calls, activity reports and ongoing counsel	3	234,000
Total without VAT				**678,237**
VAT				**101,736**
Total with VAT				**779,973**

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Appendix B: GDPR

SECTION 1 Purpose

This Appendix modifies and supplements the Agreement with respect to the parties' Processing of Personal Data and compliance with Data Protection Law. Notwithstanding anything to the contrary in the Agreement, if there is a conflict between this Addendum and the Agreement, this Addendum will control. The terms of this Addendum will be incorporated into the Agreement.

SECTION 2 Definitions

Capitalized terms used but not defined have the meaning given in the Agreement.

"Client Personal Data" means Personal Data received from or on behalf of the Client in connection with the performance of the Services.

"Data Protection Law" means any law, rule, regulation, decree, statute, or other enactment, order, mandate or resolution, applicable to Client or Agency, relating to data security, data protection and/or privacy, including Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to processing of personal data and the free movement of that data ("GDPR"), and any implementing, derivative or related legislation, rule, regulation, and regulatory guidance, as amended, extended, repealed and replaced, or re-enacted from time to time.

"Personal Data" means any information relating to an identified or identifiable natural person ("Data Subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by referencing an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

"Personal Data Breach" means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, unauthorized access to Personal Data, whether transmitted, stored, or otherwise Processed.

"Data Controller" means the natural or legal person, public authority, agency or any other body which alone or jointly with others determines the purposes and means of the processing of personal data.

"Data Processor" means a natural or legal person, public authority, agency or any other body which processes personal data on behalf of the Data Controller.

"Processing" means any operation or set of operations that is performed on Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or otherwise making available, alignment or combination, restriction, erasure, or destruction. "Process" and "Processed" will have equivalent meanings.

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SECTION 3 GDPR Requirements

(1) Client, in its capacity as a Data Controller, shall:

(i) Ensure that it has the lawful right to authorize Agency to process Client Personal Data as contractually agreed or as instructed by the Client.

(ii) Comply with Data Protection Law in connection with the Processing of Client Personal Data;

(iii) Ensure all instructions given by it to Agency with respect to the Processing of Client Personal Data are compliant with Data Protection Law;

(iv) Be solely responsible for assessing the admissibility of the Processing requested by it and for the rights of affected parties.

(v) Document all orders, partial orders or instructions provided to Agency. In urgent cases, instructions may be given verbally, provided Client promptly confirms and documents the instructions.

(vi) Immediately notify the Agency of any errors or irregularities found when reviewing the results of the processing.

(vii) Be responsible for ensuring that any sub processors of Client Personal Data selected by Client comply fully with Data Protection Law;

(viii) To the extent Client receives Personal Data of Agency employees pursuant to the Agreement, Client will process such Personal Data in compliance with Agency's instructions and Data Protection Law.

(2) Agency, in its capacity as a Data Processor, shall without limiting either party's obligation to comply with the GDPR:

(i) Process Client Personal Data pursuant to the Agreement only on documented instructions from Client, including with regard to transfers of Personal Data to a third country or an international organization, unless required to do so by European Union or Member State law to which Agency is subject. In such case, Agency will inform Client of that legal requirement before processing, unless that law prohibits such information on important grounds of public interest;

(ii) Ensure that persons authorized by Agency to Process Client Personal Data (except to the extent a sub processor has been selected by Client) have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality. Agency shall not be responsible for the actions of sub processors Client has instructed Agency to utilize with respect to the Processing of Client Personal Data;

(iii) Take all measures required by Data Protection Law relating to data security, including but not limited to adequate information security measures in accordance with Data Protection Law;

(iv) Taking into account the nature of the Processing, assist Client by appropriate technical and organizational measures, insofar as this is reasonably possible, for the fulfillment of Client's obligation to respond to requests for exercising the Data Subject's rights stated in Data Protection Law with respect to Client Personal Data;

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(v) Reasonably assist Client in ensuring compliance with data security, Personal Data Breach obligations and data protection impact assessments, and engaging in other matters, pursuant to and as required by Data Protection Law with respect to Client Personal Data. In particular, Agency shall notify the Client without undue delay on becoming aware of any Personal Data Breach in respect of Client Personal Data;

(vi) maintain records of all of its Processing activities hereunder and make available to the Client such information in its possession or control as is reasonably necessary to demonstrate its compliance with this Exhibit and Data Protection Law;

(vii) upon notice from Client, promptly delete or return all the Personal Data to Client that Agency has processed solely for Client pursuant to the Agreement, after the end of the provision of Services relating to Processing, and delete existing copies unless European Union or Member State law requires storage of Personal Data;

(viii) promptly inform Client if, in its opinion, an instruction from Client is inconsistent with Data Protection Law in which case Agency shall be entitled to suspend providing the relevant Services until the parties have agreed upon amended instructions which are not inconsistent with Data Protection Law.

(3) To the extent that Agency Processes Personal Data pursuant to the Agreement in the capacity of a Data Controller, it will comply with Data Protection Law and the requirements of subsection (1) above.

(4) To the extent that Client Processes Personal Data pursuant to the Agreement in the capacity of a Data Processor, it will comply with Data Protection Law and the requirements of subsection (2) above.

(5) The subject matter of the Processing, including the nature, purposes and duration of processing operations to be carried out and the Processing instructions , will be described in a SOW, or other written agreement signed by the parties' authorized representatives, or documented instructions from the instructing party, each of which forms an integral part of the Agreement.

(6) Each party will notify the other party without delay upon becoming aware of a Personal Data Breach of Personal Data Processed pursuant to the Agreement.

(7) Where one party faces an actual or potential claim arising out of or related to violation of any Data Protection Law concerning the Services or Personal Data Processed hereunder, the other party will promptly provide all materials and information requested that is relevant to the defense of such claim and the underlying circumstances concerning the claim.

(8) Each party agrees that to the extent the other party Processes the name, business telephone number, business cell phone number, business address, or business email address of the other party's employees in the ordinary course of developing and/or maintaining a business relationship between Client and Agency, each party represents to the other party that it is authorized to permit the other party to Process such Personal Data regarding employees for the sole purpose of performing their respective responsibilities under the Agreement and instructs the other party to

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Process such Personal Data for such purposes.

(9) To the extent either party provides instructions to the other party to Process Personal Data, the party providing instructions represents and warrants that it has the appropriate authorization to permit the party receiving instructions to Process such data consistent with the instructions in accordance with Data Protection Law (including GDPR).

(10) In the event and to the extent Processing instructions issued by Client make performance of the Agreement commercially unreasonable, Agency shall advise Client and the parties will negotiate in good faith an amicable resolution of same. On resolution, the Processing instructions will take effect. Absent an amicable resolution, Agency shall be entitled to terminate the Agreement for cause. Client shall reimburse Agency for additional expenses reasonably incurred as a result of complying with Client's requests and/or instructions hereunder.

(11) The Client acknowledges that Agency uses cloud services to store and process data which may involve the transfer of Client Personal Data outside the United Kingdom and European Economic Area (EEA). The Client consents to this transfer of Client Personal Data provided it is effected by way of Appropriate Safeguards. "**Appropriate Safeguards**" means such legally enforceable mechanism(s) for transfers of personal data as may be permitted under applicable Data Protection Law from time to time.

SECTION 4 Miscellaneous

(a) **Counterparts.** The parties may execute this Addendum in any number of counterparts. Each counterpart is an original and all counterparts constitute one agreement binding both parties. Facsimile and electronic signatures will be binding for all purposes.

(b) **Construction.** Neither party has entered this Addendum in reliance on any promise, representation, or warranty not contained herein. This Addendum will be interpreted according to its plain meaning without presuming that it should favor either party.

(c) **Entire agreement.** This Addendum supersedes all prior and contemporaneous communications, whether written or oral, regarding the subject matter covered in this Addendum.

(d) **No further amendment**. Except as modified by this Addendum, the Agreement remains unmodified and in full force and effect.

(e) **Notices**. Notices under this Addendum shall be sent to the address set forth below, or as otherwise specified in writing by the parties.

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