Received by NSD/FARA Registration Unit 05/05/2023 11:16:56 PM

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
Minderoo Foundation Limited

5. Address of Foreign Principal
171-173 Mounts Bay Road
Perth, WA
AUSTRALIA 6000

6. Country/Region Represented
AUSTRALIA

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)* Australian Non-Profit Foundation
- ☐ 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.

Received by NSD/FARA Registration Unit 05/05/2023 11:16:56 PM

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.

The Minderoo Foundation is an Australian non-profit foundation that seeks to reduce modern day slavery though its Walk Free initiative.

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.

The Minderoo Foundation is an Australian non-profit organization based in Perth, Australia

Received by NSD/FARA Registration Unit 05/05/2023 11:16:56 PM

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
05/05/2023	Raquel daFonseca	/s/Raquel daFonseca

Received by NSD/FARA Registration Unit 05/05/2023 11:16:56 PM

Received by NSD/FARA Registration Unit 05/05/2023 11:17:02 PM

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
5-3-23	Raquel da Fonseca	

Received by NSD/FARA Registration Unit 05/05/2023 11:17:02 PM

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

OMB No. 1124-0004; Expires July 31, 2023

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
Minderoo Foundation Limited

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? 04/24/2023

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

See Appendix for Response

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

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

Provide media relations services for an upcoming announcement to be made by Minderoo Foundation Limited's Walk Free initiative, which will include content creation, media outreach, spokesperson training, and media monitoring.

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.

The report includes recommendations for policymakers on steps that can be taken to reduce the prevalence of modern day slavery within their jurisdiction, including the United States.

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, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes ☐ No ☒

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

Date	Recipient	Purpose	Amount/Thing of Value

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.

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

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
05/05/2023	Raquel daFonseca	/s/Raquel daFonseca

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

Received by NSD/FARA Registration Unit 05/05/2023 11:17:02 PM

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
5-3-23	Raquel da Fonseca	

Received by NSD/FARA Registration Unit 05/05/2023 11:17:02 PM

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

Appendix
Response to Item 8

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

Support media relations for an upcoming announcement to be made by Minderoo Foundation Limited's Walk Free initiative:
- Content Development
- Media Relations
- Monitoring & Reporting
- Project Planning & Management

Duration: Edelman will be engaged between April 24 and June 7 2023
Budget: The total budget for the project is £121,750

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

From: [redacted]
To: [redacted]
Cc: [redacted]; [redacted]; [redacted]
Subject: Approval request for FARA filing
Date: Tuesday, May 2, 2023 2:59:00 PM
Attachments: image001.png

Dear [redacted],

To confirm our recent discussions regarding Edelman's support of Minderoo Foundation's Walk Free initiative through the launch of the Global Slavery Index, the following is a synopsis of how Edelman will support your organisation:

Areas of support: Edelman will provide support to Minderoo Foundation by supporting communication in the following areas:

- Content Development
- Media Relations
- Monitoring & Reporting
- Project Planning & Management

Duration: Edelman will be engaged between April 24 and June 7 2023

Budget: The total budget for the project is £121,750

Please confirm your acknowledgment of these guidelines for our support.

Many thanks, [redacted]

[redacted]
Director, Corporate Reputation
[redacted] • @EdelmanUK
Edelman UK • 129 Wilton Rd, London SW1V 1JZ
www.edelman.co.uk

Independent Agency of the Year - Good Track 2022
Independent Agency of the Year - Entertainment Lions 2021
Contagious Best and Bravest 2021
Provoke Media Pan-EMEA Consultancy of the Year 2022

This message and its contents are confidential. If you received this message in error, please inform the sender and then delete it. For information on how Edelman uses personal data and your rights, please see our Privacy Policy. Please reply to this email to notify us if you do not want us to contact you with information similar to the subject of this email communication.

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM

From: [redacted]
To: [redacted]
Cc: [redacted]
Subject: RE: Contract
Date: Friday, May 5, 2023 7:06:25 PM
Attachments: image001.png
image002.png
image003.png
Minderoo-80w_8dfbfe92-a3d6-4d39-b6a5-b34e150e279d.png
Tattarang-119w_a5febb4d-ab83-4179-a7d9-f7fc48d13ed9.png

You don't often get email from [redacted]. Learn why this is important

Email Originated Externally

Hi [redacted]

Thank you for preparing the amended FARA documents. If Edelman is comfortable that these satisfy all relevant regulatory requirements, then they can be filed from Minderoo's perspective.

Minderoo acknowledges that it is its intention to engage Edelman on the basis set out in your separate email of 3 May 2023, subject of course to completion of the negotiations in respect of the MSA and SOW.

Kind regards
[redacted]

[redacted]
Legal

MINDEROO FOUNDATION

Tattarang

M [redacted]
P [redacted]
L Perth (GMT+8)
E [redacted]
W minderoo.org | tattarang.com

Ashburton Services Pty Ltd ABN 75 649 174 694, an Incorporated Legal Practice under the Legal Profession Uniform Law (WA). Liability limited by a scheme approved under Professional Standards Legislation.

Please consider the environment before printing this email.
This email and any attachments are confidential and may be subject to legal professional privilege. This email and attachments are intended only for the named addressee. If you are not the named addressee your access to this material is not authorised and you should not disseminate, distribute or copy this e-mail or use the information contained in it. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. The sender does not guarantee that this e-mail or any attachments are secure, error-free or free from viruses. The sender therefore does not accept liability for any loss or damage resulting (either directly or indirectly) from any such error or virus. The content and opinions set out in this email and any attachments are not necessarily those of Minderoo Foundation Limited, Tattarang Pty Ltd, their respective related entities, nor any person or entity who is or becomes a director, company secretary, officer, member, manager, employee or contractor (whether directly or indirectly) or related entity of the previously specified entities. This email and any attachments are also subject to copyright and may not be reproduced without permission.

Received by NSD/FARA Registration Unit 05/05/2023 11:16:57 PM