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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
Development Counsellors International

2. Registration Number
4777

3. Primary Address of Registrant
215 Park Avenue South, 14th Floor, New York, NY 10003

4. Name of Foreign Principal
Switzerland Tourism

5. Address of Foreign Principal
608 5th Avenue, Suite 603
New York, NY
SWITZERLAND 10020

6. Country/Region Represented
SWITZERLAND

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

- [x] 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)* _____
- [ ] Individual-State nationality _____

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

a) Branch or agency represented by the registrant
Switzerland Tourism

b) Name and title of official with whom registrant engages
Vanessa Zwinselman, Marketing Manager

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.

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.

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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
04/26/2023	Karyl Leigh Barnes	/s/Karyl Leigh Barnes

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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
Development Counsellors International	4777

3. Name of Foreign Principal
Switzerland Tourism

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? 03/20/2023

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

The primary goal of this campaign is raising awareness of the new flight routes between Zurich and Tampa, Las Vegas, Vancouver and Calgary. To achieve the goals of this campaign, DCI recommends running ads on several channels, including Programmatic, Instagram and Google Performance Max.

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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.

The primary goal of this campaign is raising awareness of the new flight routes between Zurich and Tampa, Las Vegas, Vancouver and Calgary. To achieve the goals of this campaign, DCI recommends running ads on several channels, including Programmatic, Instagram and Google Performance Max

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.

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

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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.

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EXECUTION

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Date	Printed Name	Signature
04/26/2023	Karyl Leigh Barnes	/s/Karyl Leigh Barnes

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DEVELOPMENT COUNSELLORS INTERNATIONAL
DENVER | LOS ANGELES | TORONTO | NEW YORK
2420 17th Street, Suite 200
Denver, CO 80202
T: 303.627.0272
aboutdci.com

March 20, 2023

TO: Vanessa Zwinselman, Marketing Manager North America
Switzerland Tourism

FROM: Brent Curry, Paid Media Performance Manager
Development Counsellors International (DCI)

RE: 2023 Switzerland Tourism Paid Media Program

Vanessa,

We're thrilled for the opportunity to partner with Switzerland Tourism to promote the new direct flights between Switzerland and North America. The new flight routes from the U.S. and Canada to Zurich present an incredible opportunity to attract visitors and showcase all that Switzerland has to offer.

Please see below for our proposed plan for our marketing program, with detailed scope and budget. If we can answer any questions along the way, please let us know!

I. Strategic Priorities

The primary goal of this campaign is raising awareness of the new flight routes between Zurich and Tampa, Las Vegas, Vancouver and Calgary.

This targeted campaign will drive propended European travelers, in-market travelers and affluent audiences to a landing page on MySwitzerland.com with detailed information about the new flight routes and an outbound link to Swiss Air Lines (SWISS).

The primary KPIs for measuring the success of this program will be:

Primary

- Ad impressions, clicks, click-through-rate and cost-per-click

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Secondary

- Total sessions to the MySwitzerland landing page
- Outbound Link Clicks to SWISS
- Video views
- 90+ seconds spent on the site
- 5+ pages visited

Our target audiences are:

- Travelers in U.S. and Canadian markets (Tampa Bay, Las Vegas, Vancouver, Calgary) with direct flights to Switzerland whose online behavior indicates affinity toward frequent international travel or luxury travel.

II. Paid Media Scope of Work

To achieve the goals of this campaign, DCI recommends running ads on several channels, including Programmatic, Instagram and Google Performance Max.

- **Programmatic:** Programmatic advertising follows the user around the internet based on behavioral and contextual targeting. Delivery will be accomplished via display ads to increase visibility in a highly targeted manner. These display ads aren't constricted by any certain network and are more cost effective than display ads on other networks.

- **Instagram:** Instagram can increase visibility and provide access to high value audiences who are actively engaging with platform content. We will target account users in key metros who are frequent international travelers and have an interest in Switzerland, mountain recreation, luxury travel or sustainable tourism, which should increase the likelihood of converting them into visitors.

- **Google Performance Max:** Google Performance Max is a new goal-based campaign type that allows brands to access all of the Google Ads inventory from a single campaign. It uses Google's machine learning models to make accurate predictions about which ads, audiences, and creative combinations perform best for us. Performance Max uses all of Google's ad channels like YouTube, Display, Discover, and Gmail to reach the right audience.

Recommended Budget | Total Budget: $105,000
Active Campaign Duration: April 1 – August 31, 2023

Initial Budget Allocations:

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- **Instagram:** $19,000
- **Programmatic:** $22,500
- **Google Performance Max:** $22,500
- **DCI Professional Fee + 10% Agency Fee:** $41,000

All DCI's fees will include the following: media planning and strategy; ad copy; account management; channel management; optimizations and reporting; strategic counsel.

DCI Deliverables

- Ad updates, strategy, program implementation, management & optimization.
- Direction and counsel on social and video creative design.
- Monthly and final recap program summary via an interactive analytics report. We'll update the report for a clearer picture of bottom-line metrics and program impact.

Expected KPIs

- **Instagram:**

Impressions: 2,700,000
Clicks: 13,500
Cost-per-click: $1.50
Click-through-rate: .50%

- **Programmatic:**

Impressions: 4,500,000
Clicks: 4,500
Cost-per-click: $5.00
Click-through-rate: .10%

- **Google Performance Max:**

Impressions: 11,250,000
Clicks: 112,500
Cost-per-click: $.60
Click-through-rate: 1%

III. Team

DCI's team for Switzerland Tourism has the blend of destination and flight promotion and digital experience to effectively generate conversion opportunities for the Switzerland's city partners.

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- **Brent Curry – Client Success**
  Brent is a natural storyteller with experience in journalism, public and media relations, advertising and social media management. He has plied his trade for a minor league baseball team, a university and the U.S. Army. A career communicator, Brent combines his education and experience with his devotion to destinations to produce results for his clients. For example, to increase first-time visitor traffic and engagement on Visit Buena Park's website Brent executed paid media campaigns across paid search, social, video and display. Website traffic increased by 108%, with 91% visiting the site for the first time. Brent earned his bachelor's degree in communication from Gannon University and his master's in communication from Hawaii Pacific University.

- **Merissa Stephen – Performance**
  Merissa joined DCI with professional experience in journalism, e-commerce and public relations. A keen interest in copywriting, an enthusiasm for fresh data insights and a love for connecting to audiences drive her people-first approach to client solutions. She is passionate about cutting through the noise of the busy digital media landscape. Merissa graduated from the Fashion Institute of Technology with a Bachelor of Science degree in advertising and marketing communications and a minor in economics.

IV. Budget & Terms

This project will begin on April 1, 2023 and continue through August 31, 2023. DCI's professional fee will be billed in monthly installments at the beginning of each month during the contract period. This rate includes the 10% agency fee as a part of advertising spend, which is standard throughout the paid media industry and calculated based on the total advertising budget. The technology fee will also be billed monthly. The advertising budget expenses will be billed as they occur with proper documentation and are not to exceed the amount listed below. Client payment is requested within 15 days of billing.

The program may continue on a month-to-month basis after the conclusion of the contract, under the same terms and conditions unless both parties mutually agree upon new terms. If either time needed or client requests for deliverables increase significantly beyond the scope of work outlined above, DCI's hourly blended rate of $195/hour will be used to calculate the additional hours needed to complete the work. DCI does not anticipate this based on prior history, but should it occur, the agency will request Switzerland Tourism approval prior to increasing hours toward the program of work.

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This agreement may be canceled by either party, Switzerland Tourism or DCI, for any reason upon 60 days written notice to the other. Both parties agree that they will not offer employment or consulting opportunities to staff members of the other party.

BUDGET PROPOSAL ($95,000)

Switzerland Tourism

April 1, 2023 – August 31, 2023

Professional Fees	
Paid Media Content Creation, Management, Implementation Optimizations & Reporting*	$37,500
Program Expenses	
DCI Technology Fees (Analytics, Stock Imagery, Databases, etc.)	$3,500
Advertising Budget	$64,000
Total:	**$105,000**

**Includes the 10% advertising agency fee.*

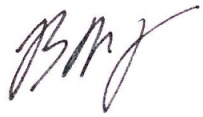
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V. Offer of Service

Thank you for the opportunity to extend our engagement with your team to manage digital advertising services. Signing below and returning to my attention will acknowledge acceptance of this proposal and all the terms herein. Thank you!

Sincerely,



Brent Curry
Manager, DCI

Approved for Switzerland Tourism by:

Vanessa Zwinselman, Claudio Zemp

Name



Signature

March 20, 2023

Date

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