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OMB No. 1124-0006; Expires May 31, 2020

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
Fleishman-Hillard Inc.

2. Registration Number
5801

3. Primary Address of Registrant
200 North Broadway
St. Louis, MO 63102

4. Name of Foreign Principal
Office of the Prime Minister of Japan

5. Address of Foreign Principal
2-3-1, Nagata-cho
Chiyoda-ku, Tokyo
Japan

6. Country/Region Represented
Japan

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
Office of the Prime Minister of Japan

b) Name and title of official with whom registrant engages

Registrant does not deal directly with the Office of the Prime Minister of Japan. Registrant assists its Japanese affiliate, Fleishman-Hillard Japan KK, which has an agreement to provide public relations services to the Japanese public relations agency Dentsu, which serves the Office of the Prime Minister of Japan. Registrant's contact at Dentsu is Takenobu Sugiuchi, Director Accounts.

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 engagement

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 Exhibit A to Registration Statement, 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
March 30, 2020	Kelly Garner	/s/ Kelly Garner eSigned

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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
Fleishman-Hillard Inc.	5801

3. Name of Foreign Principal

Office of the Prime Minister of Japan

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? 2/19/2020 and 3/24/2020

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

Fleishman-Hillard Inc. is being asked to assist its affiliate in Japan, Fleishman-Hillard Japan KK ("FH Japan"), with securing the placement of opinion-editorial pieces on topics of interest to Japan in US media outlets, including, for example, The Wall Street Journal, Bloomberg, CNBC, The Hill, and technology and industry trade publications. This will include identifying and conducting outreach to third-party candidates to author the opinion-editorial pieces, developing abstracts for the opinion-editorial pieces, researching, identifying and conducting outreach to identified media targets to secure placement of the opinion-editorial pieces, determining the story line of the piece, and drafting and revising the pieces as needed. FH Japan has an agreement to provide public relations services to the Japanese public relations agency Dentsu, which serves the Office of the Prime Minister of Japan ("PMO"). FH Japan is owned by the same ultimate parent company as Registrant and the two occasionally work together vie email and teleconferences. FH Japan is asking Registrant to assist with securing the placement of opinion-editorial pieces on topics of interest to Japan in US media outlets. Registrant has not entered into a formal contract directly with the PMO for the performance of these activities; Registrant's activities are provided for in intercompany agreements between Registrant and FH Japan, copies of which are attached to this exhibit.

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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.

As described in the response to Item 8 above, FH Japan is asking Registrant to assist with securing the placement of opinion-editorial pieces on topics of interest to Japan in US media outlets, including, for example, The Wall Street Journal, Bloomberg, CNBC, The Hill, and technology and industry trade publications. This will include identifying and conducting outreach to candidates to author the opinion-editorial pieces, developing abstracts for the opinion-editorial pieces, researching, identifying and conducting outreach to identified media targets to secure placement of the opinion-editorial pieces, determining the story line of the piece, and drafting and revising the pieces as needed.

In addition, from time to time, Registrant may also provide to FH Japan summaries of media coverage related to Japan or feedback from identified individuals regarding already-published content related to Japan.

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 or dissemination of informational materials.

See response to Item 9 above. Registrant's role will be to assist with securing the placement of opinion-editorial pieces on topics of interest to Japan in US media outlets. The opinion-editorial pieces may contain content intended to highlight policies being undertaken in Japan and may relate to the political or public interests, policies, or relations of Japan.

11. Prior to the date of registration[2] for this foreign principal did the registrant engage in any activities, including political activities, for or render any services to 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.

FH previously maintained a FARA registration in connection with its activities on behalf of the PMO, which was terminated in Registrant's most recent Supplemental Statement, as the activities related to the dissemination of a Japanese Government magazine (which activities were the subject of Registrant's FARA registration on behalf of the PMO) had ceased. In late October 2019, at the request of FH Japan on behalf of the PMO, Registrant assisted a professor from the University of Tokyo with media relations in connection with his attendance and the presentation of his research at a professional conference. These activities were exempt under §613(e) as they were limited to information-sharing of the professor's research for scholastic purposes and did not involve an effort to influence the US government or US public with respect to US or Japanese policy. In addition, from time to time, at the request of FH Japan for the PMO, Registrant provides to FH Japan the results of a tool that aggregates media coverage related to Japan. In addition, from time to time at the request of FH Japan for the PMO, Registrant conducts interviews with experts in identified fields to solicit their feedback on certain already-published content and provides the interview content to FH Japan; the interviews are designed for information-gathering from the identified expert only and are not designed or intended to influence the opinions of the experts regarding the content, and Registrant does not provide FH Japan with analysis or advice regarding such interviews.

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

Date	Contact	Method	Purpose
N/A	N/A	N/A	N/A

12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, did the registrant receive from the foreign principal any contribution, income, money, or thing of value either as compensation on, 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
		Total	

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, did the registrant spend or disburse any money in furtherance of or in connection with its activities on behalf of 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	To Whom	Purpose	Amount
1/5/2020	Matt Groch	Reimbursement of expenses paid by employee of registrant for use of database that compiles information related to media coverage of Japan	$233.47
1/14/2020	Gerson Lehrman Group	Fees to identify and secure experts to participate in interviews soliciting the experts' feedback regarding media content	$5,750.00

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 Exhibit B to Registration Statement, 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
March 30, 2020	Kelly Garner	/s/ Kelly Garner eSigned

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FLEISHMANHILLARD

Customer Name: Office of the Prime Minister of Japan

	Lead Office
Name	FleishmanHillard Japan
Location	Tokyo
General Information	

	Referring Office	Receiving Office
Counselor Contact Information		
Name	Laura Snearly	MICHAEL SCHMIDT
Location	Tokyo	USA, Washington DC
Assistant Contact Information		
Name		mike.schmidt@fleishman.com Mike Schmidt
Location	Tokyo	USA, Washington DC
Financial Contact Information		
Name	Yuki Matsunaga	JOE HARRIS
Location	Tokyo	USA, ~~Washington DC~~ ST. LOUIS
Project #	101284	

Project Information
Work Type: Media Relations Training and Analysis

Project Description *(please provide 2-3 sentence description of the project and work to be performed)*
Third party opinin piece (earned) project 2 Op Eds:
Develop a candidate list (PMO identified ideal candidates); think about possible media outlets; reach out to the candidates, come to an agreement with the contributor; reach out to the media, understand media's interested angles; discuss with the contributor and the media decide on the detailed story line; help the contributor develop the draft if needed; get the coverage before March 20, 2020.

Project Duration 0-3 months
Start Date: 19 Feburyar 2020
End Date: 31 March 2020

Billing Terms
Currency: USD - US Dollar
Type: Project
Prebill Allowed: Yes ☐ No ☒
Budget 40,000.00 Total 40,000.00
Fee Month ☐ or Project Duration ☒
OOPs All OOPs ad fees contributor are included in the budget above Month ☐ or Project Duration ☐
Billing Rates See attached

Special Billing Requirements *(ie: discounts, activity summaries, grids, local mandatory taxes, other special arrangements)*
Invoice upon securing the coverage

Invoice Due Date: ____
Contract Enclosed Yes ☐ No ☐
P.O. Number ____

Signature: _____
(Referring Office Representative)

Signature: _____
(Receiving Office Representative)

RETURN TO: Your Financial Liaison in the St. Louis Corporate office.

Rev. Date: 2/21/20

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FLEISHMANHILLARD

Customer Name: Office of the Prime Minister of Japan

	Lead Office
Name	FleishmanHillard Japan
Location	Tokyo
General Information	

	Referring Office	Receiving Office
Counselor Contact Information		
Name	Laura Snearly	Brendan Streich
Location	Tokyo	Atlanta, Georgia USA
Assistant Contact Information		
Name		
Location	Tokyo	Atlanta, Georgia USA
Financial Contact Information		
Name	Yuki Matsunaga	Lauren Poettker
Location	Tokyo	USA, St. Louis
Project #	101284	

Project Information
Work Type: Media Relations Training and Analysis

Project Description *(please provide 2-3 sentence description of the project and work to be performed)*
Third party opinin piece (earned) project 2 Op Eds:
Develop two By-line drafts and update based on client input. Outline proposed media strategy. Once Japan team provides Atlanta team candidates, team to reach out to the media, understand media's interested angles; Team to help the contributor develop the draft if needed.

Project Duration 0-3 months
Start Date: 24 March 2020
End Date: 31 April 2020

Billing Terms
Currency: USD - US Dollar
Type: Project
Prebill Allowed: Yes ☐ No ☒
Budget
Fee: 25,000.00 — Total 25,000.00 — Month ☐ or Project Duration ☒
OOPs: All OOPs ad fees contributor are included in the budget above — Month ☐ or Project Duration ☐
Billing Rates: See attached

Special Billing Requirements *(ie: discounts, activity summaries, grids, local mandatory taxes, other special arrangements)*
Note: Unable to physically sign, please kindly accept this digital signature: Laura Snearly

---

Invoice Due Date: _____ P.O. Number _____
Contract Enclosed Yes ☐ No ☐

Signature: _____
(Referring Office Representative)

Signature: _____
(Receiving Office Representative)

RETURN TO: Your Financial Liaison in the St. Louis Corporate office.

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