Received by NSD/FARA Registration Unit 02/11/2022 8:35:55 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
Fleishman-Hillard Inc.

2. Registration Number
5801

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

4. Name of Foreign Principal
Museum of the Future LLC

5. Address of Foreign Principal
Sheikh Zayed Road, Building 65, PO BOX 66610, Dubai UAE

6. Country/Region Represented
United Arab Emirates

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)* Institution
- ☐ 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.

The Museum of the Future is a museum located in the Emirate of Dubai, United Arab Emirates, that serves as a gateway to a future world. Its exhibits and activities transport guests to the year 2071 and empower guests to help build a better future. It provides experiences that inspire change for a more sustainable, happier society.

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).

The Museum of the Future was established as a limited liability company and is fully owned by Dubai Future Foundation (DFF), a Dubai Government entity which was established by Decree. Dubai Future Foundation is funded from the Innovation Dirham Fee (remitted to Dubai Future Foundation by the Dubai Department of Finance). Dubai Future Foundation and the Museum of the Future were founded to institutionalise future-shaping, and embody the Dubai Government's vision for a better future for the region and the world.

The Board of Trustees for the Dubai Future Foundation is available here: https://www.dubaifuture.ae/about/our-board-of-trustees/

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
	Kelly Garner Corporate Controller, Sr. VP & Sr. Partner Fleishman-Hillard Inc.	Kelly Garner Digitally signed by Kelly Garner Date: 2022.02.11 13:25:04 -06'00'

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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

Museum of the Future LLC

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? February 7, 2022

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

Fleishman-Hillard Inc. (Registrant) has been asked to assist its affiliate in the UK, Fleishman-Hillard Group Ltd. (FH UK), with the provision of public relations services in the United States to the Museum of the Future and Dubai Future Foundation to build and promote awareness of the Museum, its role in the Dubai Future Foundation's aim of driving advancements in technology, science and innovation, and the alignment with the UAE's wider efforts in these fields. Activity will include media relations and is intended to have a general positive reputational impact for the client and is not intended to shape U.S. policy or regulation toward the UAE.

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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 question 8 above, Registrant was engaged to provide public relations services to build and promote awareness of the Museum of the Future and the Dubai Future Foundation. Registrant's activity will consist of media relations, and may include outreach to U.S.-based journalists, sharing of press releases or background materials, and coordination of interviews and briefings with journalists.

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.

Fleishman-Hillard Inc. (Registrant) has been asked to provide public relations services in the United States to the Museum of the Future and Dubai Future Foundation to build and promote awareness of the Museum, its role in the Dubai Future Foundation's aim of driving advancements in technology, science and innovation, and the alignment with the UAE's wider efforts in these fields. Activity will include media relations and is intended to have a general positive reputational impact for the foreign principal but is not intended to shape U.S. policy or regulation toward the UAE.

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.

Registrant has a separate active registration for its work on behalf of the United Arab Emirates which is directed via the UAE's Government Media Office. This registration is for activities conducted on behalf of the Museum of the Future. Registrant has not previously engaged in registrable activities on behalf of the Museum of the Future and Dubai Future Foundation.

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

Total

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
	Kelly Garner Corporate Controller, Sr. VP & Sr. Partner Fleishman-Hillard Inc.	Kelly Garner Digitally signed by Kelly Garner Date: 2022.02.11 13:27:00 -06'00'

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Intercompany Business Sharing Form

Accounting

FLEISHMANHILLARD

Customer Name: Museum of the Future (Dubai Future Foundation)

	Lead Office
Name	FleishmanHillard UK
Location	London, UK
General Information	

	Referring Office	Receiving Office
Counselor Contact Information		
Name	Michael Hartt	Mike Schmidt
Location	London	Washington, D.C.
Assistant Contact Information		
Name		
Location		
Financial Contact Information		
Name	Lawrence Cameron	Jon Mason
Location	London	St. Louis
Project #	TBC	TBC

Project Information

Work Type — Click here to choose a Work Type

Project Description *(please provide 2-3 sentence description of the project and work to be performed)*
Planning and execution of public relations services to promote awareness of the Museum of the Future, its role in the Dubai Future Foundation's aim of driving advancements in technology, science and innovation, and alignment with the UAE's wider efforts in these fields. Activity will consist of media relations focused on U.S. national, online, broadcast and trade/specialized media outlets.

Project Duration — 0-3 months
Start Date: 7 February 2022
End Date: 15 April 2022

Billing Terms
Currency — USD - US Dollar
Type — Project
Prebill Allowed — Yes ☐ No ☒
Budget — $28,750 — Total $28,750
Fee — Month ☐ or Project Duration ☒
OOPs — PRE-APPROVAL REQUIRED — Month ☐ or Project Duration ☐
Billing Rates — See attached

Special Billing Requirements *(ie: discounts, activity summaries, grids, local mandatory taxes, other special arrangements)*
Budget listed is the maximum for activity. Any costs and expenses are included and require pre-approval.

Invoice Due Date: Monthly
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: 2/9/22

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