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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
Finn Partners, Inc.	6212

3. Name of Foreign Principal
Hong Kong Tourism Board

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? 05/01/2020

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

Public relations activities to promote tourism in Hong Kong and increase visitors to the country.

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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.

Finn Partners provides public relations services including media outreach, response to inbound inquiries and opportunities, TV Show Outreach, consumer and media activation planning and support, ongoing reporting for media and social sentiment in the U.S.

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 ☐ N/A – This statement is filed to update the registrant's agreement/contract with the foreign principal.

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 ☐ N/A – This statement is filed to update the registrant's agreement/contract with the foreign principal.

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 ☐ N/A – This statement is filed to update the registrant's agreement/contract with the foreign principal.

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
08/24/2022	Martin Ettlemyer	/s/Martin Ettlemyer

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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
August 24, 2022		

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Supplementary Agreement

Hong Kong Tourism Board ("**Client**" / "**you**") and Finn Partners, Inc. ("**Agency**"/"**we**") have entered into Public Relations and Social Marketing/Influencer Services Agreement on 1 May 2020 ("**Agreement**").

Client and Agency are each referred to as a "**Party**" and collectively referred to as "**Parties**" (hereinafter referred to as "**Supplementary Agreement**")

Parties have agreed to amend the Agreement on the following terms and conditions:

(i) Clause 11.1 of the Agreement shall be deleted in its entirety and be replaced by:

"The term of this Agreement shall commence as of July 1, 2022 and shall continue through June 30, 2023 in accordance with this Agreement. Subject to a performance evaluation as set out under Exhibit A by the Client, an optional renewal by the Client shall be in place for one year, beginning 1 July 2023 through 30 June 2024, at which time contract shall be renewed for one year, or terminated."

(ii) Clauses 1.1.1 and 1.1.2 of the Agreement shall be deleted in its entirety and be replaced by:

"1.1.1 Agency will deliver FY22/23 KPIs for Public Relations to be mutually established with Client upon soonest possible date.

1.1.2 Subject to Section 11.3 and the exercise of the option by the Client for renewal of this Agreement through 30 June 2024. The Client has set forth some KPIs in the Scope of Work section. Other KPIs will be established once Hong Kong borders are open and the situation is clearer. The Client and Agency shall review and set the 2023-2024 KPI goals in the fourth calendar quarter of 2022 or first quarter of 2023, once input is received from Client's Head Office, and in any event, prior to the renewal due 30 June 2024."

(iii) Clauses 7.1, 7.2 and 7.4 of the Agreement shall be deleted in its entirety and be replaced by:

"7.1 During the continuance of this agreement and in consideration of provision of the Services by the Agency in accordance with this Agreement, the Client agrees to pay the Agency a monthly retainer fee of US$14,500 inclusive of all taxes and bank charges at recipient's end). All fee invoices are due within 30 days of receipt, and upon receipt of performance report from Agency. Agency shall not exceed the budget parameters without advance approval from Client. See Exhibit A SOW for contracted services.

7.2 The maximum retainer fee for Exhibit A SOW is US$348,000 total for a 24-month contract ($14,500/month) (if this Agreement is extended under Section 11.1). Client shall be billed the monthly retainer fee on the 1st of each month with payment due within 30 days of receipt, and with receipt of monthly performance report from Agency.

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7.4 If the amounts due Agency should ever exceed $14,500 for over 60 days, Agency will have the option to cease all work on the account upon one day written notice sent by overnight mail to the above address at any time on or after the 60th day until the account is current."

(iv) Exhibit A (Scope of Work) of the Agreement shall be deleted in its entirety and be replaced by Appendix A attached hereto.

All other terms and conditions of the Agreement shall remain unchanged and continue to apply.

In the event of any discrepancies between this Supplementary Agreement and the Agreement, this Supplementary Agreement shall prevail to the extent of such inconsistency.

No variation of this Supplementary Agreement shall be effective unless it is in writing and signed by both Parties (and their authorised representatives).

For and on behalf of
Finn Partners, Inc.

Martin Ettlemyer
Chief Financial Officer

Date: June 9, 2022

For and on behalf of:
Hong Kong Tourism Board

Dane Cheng
Executive Director
Date: 29-Jun-2022

Cynthia Leung
General Manager, Corporate Affairs and
Regional Director, Americas
Date: 29/6/2022

WBF
William B. Flora
Director, US
Date: 6/24/22

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Appendix A
Scope of Work

Broad Requirements:

Work together as an extension of the HKTB-USA's in-house Marketing & PR team to:

- Provide strategic consultancy, conceptualization and execution of measurable PR and Social campaigns that contribute to meeting annual KPIs:
- Offer a fully integrated approach to public relations engagement that is inclusive of consumer, media, trade and MICE sectors
- Provide all Public Relations, Publicity and Media Co-op services. Examine target market segments and present a detailed yearly PR plan to re-engage U.S. markets through the use of effective PR and Social tactics.
- Develop proactive story angles on an ongoing basis to secure coverage in an ever-changing environment.
- Secure a minimum of five press stories in blue chip media that run prior to Hong Kong's border opening.
- Once the Hong Kong Border Opens, KPIs will be established for the balance of the fiscal year.
- Engage with US media (and their owned social media channels), with positive messages and innovative campaigns that align with HKTB's global communications strategy
- Develop and manage integrated "Big Idea" campaigns that include PR exposure in traditional media, digital and social platforms, and have effective or significant audience bases and/or HK Super Fans
- Identify and build relationships with existing HK Super Fans to leverage content and support PR projects. Recommend new US-based Super Fans to expand our efforts.

General:

Operational and Day-to-Day PR & Media Services:

- Create an "always on" press office including consumer and trade media engagements
- Research, evaluate and source earned media opportunities to increase our brand reach and visibility
- Proactively secure broadcast opportunities for the HKTB
- Prepare press releases (estimated 15 per year). In most cases, HKTB will provide press release developed by our HO for agency adaptation.
- Promote Hong Kong year-round Mega events and festivals relevant to the U.S., from press release aggressive pitching, ensuring PR releases are aligned in timing through a shared PR content calendar as part of yearly ad plan. Includes a focus on agenda-setting media (such as long-lead calendar listings for PR as well as consumer, trade and online media coverage.
- Mega Events such as New Year's Eve and Chinese New Year require aggressive hands-on pitching support and detail-oriented reporting
- Pitch HKTB spokespeople for media opportunities such as interviews (estimated two to three interviews or pull quotes per year) with travel trade or panel discussions at key tourism events to discuss campaigns or trends; draft talking points as needed
- Draft custom content (articles/editorial/opinion/advertorial pieces) for publications or media co- ops as requested by HKTB
- Provide sufficient account representation to oversee the HKTB account to fulfil the objectives

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and plan as directed by HKTB. Provide necessary staff to complete tasks and services as outlined in this Scope of Work. Agency shall provide HKTB with direct access to all persons providing services to or on behalf of HKTB, including at least one staff in Los Angeles

Media & Partnership Management:

a) Relationship Building & Sustaining:

- Maintain contacts and relationship with all relevant print, online and broadcast consumer, travel and trade media
- Build relationships with HK Super Fans and propose activities in line with HKTB's strategic objectives
- Successfully solicit 10 new Hong Kong Super Fans each year

b) Press Office Functions

- Manage general media enquiries on behalf of HKTB
- Maintain, update and share media and HK Super Fans list
- Coordinate, set up and manage interviews with HKTB senior management
- Manage issues that impact the reputation of HKTB or Hong Kong as a leisure holiday destination
- Organize at least one press event per year as directed by HKTB
- Securing Coverage while Hong Kong is not open.

c) Content Generation & Distribution:

- Write and issue (after approval from HKTB) press releases and feature stories from either own research or material including images and video supplied by HKTB to relevant print, online and broadcast consumer and/or travel mainstream and trade media channels
- Prior to their release, the Agency will set individual KPIs identifying how many media channels they will approach and provide an estimate of how many media channels will take up the story leads
- Where directed by HKTB, the Agency will be required to research and write speeches for HKTB senior management for delivery at a range of events

d) Media Fam Coordination and Escorting:

- Upon request and subject to border reopening, the Agency shall work with the HKTB to organise individual press trips and/or group media familiarisation trips to qualified journalists and film crews covering topics relevant to HKTB's goal of reviving travel and tourism in Hong Kong
- In the event that Hong Kong borders are open and travel from the US is possible, the following yearly fam KPI will apply. Agency to recommend and invite 6 media to participate in individual fam trips and up to two group fams including organization, support, staffing and follow-up.
- In the event borders are closed and fams are not possible, HKTB will develop a public relations media value KPI to apply instead of fam KPI
- Recommend and invite media to participate in individual fam trips and group fams

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including organization, support, staffing and follow-up
- Work closely with HKTB US office and HKTB Head Office in itinerary planning, media communications, as well as airline, Hong Kong products and attractions negotiations (where appropriate)
- Act as HKTB representative to escort journalists to Hong Kong if required

e) TV/Streaming Efforts with Strategic Online Video Sponsorship Ideas

- Secure taped, live and streaming television (news, scripted, reality, documentary, etc.), online video and film sponsorship opportunities. In most cases, these will be "pay for play."
- Strategic analysis and successful solicitation of online video sponsorships is becoming increasingly important This should be strategically driven based on research that shows the general types of online video and specific properties or shows that appeal to our Millennial and Boomer targets and intersect with Hong Kong's key pillars. This should include consideration of media like Buzzfeed, Vice, Tastemade, Thrillist, and especially the most appealing shows on YouTube.
- Secure a minimum of two new TV/streaming shows and two online video shows in FY22/23, contingent on HKTB funding for such. A new KPI will be established for FY23.24.

f) Management of our Super Fans program

- Management of the HKTB Super Fan program to include building relationship through ongoing communications/updates, solicitation of Super Fans to attend HKTB head office virtual experiences, engaging Super Fans with mailings/gift items funded by HKTB, development of promising new pitch angles using Super Fans or inspired by them, and solicitation of a minimum of 10 new Super Fans each year..

g) Reporting and Analysis

The Agency will report on a day-to-day basis to HKTB US's Manager of Marketing & Public Relations.

The following reports are required:

- A monthly report, various reports for specific initiatives/KPI-driven campaigns responsible by the Agency or as requested by HKTB
- Weekly joint status calls and updates whenever required

h) Sentiment Tracking

The Agency will provide a monthly sentiment report that tracks the volume and positive/negative sentiment of Hong Kong, especially related to key issues like US/China relations, Hong Kong National Security Law, and US business sentiment toward Hong Kong. The report will individually cover both press sentiment and consumer sentiment. Other sentiment reports will also be required to track major sensitive issues that flare up.

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i) Reactive Crisis Communication / Reputation Management

- HKTB handles major crisis communication issues. The Agency's role is limited to the areas below.
- Alert HKTB as to potential negative stories or issues that may need to be dealt with in the media and their social platforms and recommend crisis management activities
- Draft responses and talking points on behalf of HKTB for approval of any media requests
- Monitor / report on any offensive activities on the platforms that may potentially develop into crisis to HKTB
- Provide counsel when needed

  *Most crisis work involving creating statements, TPs and managing media requests and interviews

  is covered under the fee.

  a. Any crisis work that involves 25n monitoring; and extensive reporting would be based on an hourly rate; estimated prior to commencement of work and with client approval
  b. Crisis situations of much larger magnitude requiring considerable time of senior agency leadership would be based on an hourly rate depending on the length and severity of the incident; estimated prior to commencement of work and with client approval.

j) Annual NYC Press Tour

- Coordinate annual media tour in NYC to meet with editors, writers and freelancers and pitch key messaging, openings, events, partnerships, etc. to solidify future coverage of the destination and recruit attendees for individual and group press trips. Agency shall:
  - Provide a list of proposed outlets and freelancers for HKTB review in advance of outreach
  - Confirm office deskside meetings, or coffee/ meals/ drinks with said media
  - Recommend ground transportation to and from meetings, including cost, for approval before booking
  - Create individual journalist backgrounders and briefing sheets to HKTB PR in advance of media tour
  - Provide staff to accompany HKTB PR representative at the meetings as needed
  - Provide media tour wrap-up report to HKTB PR with detailed notes of meetings, such as topics of interest and follow-up materials requested by journalist

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Appendix B

Finn Partners Inc. Hourly Rates

Founding Partner	$500
Senior Managing Partner	$475
Managing Partner	$425
Senior Partner	$385
Partner	$375
Vice President	$290
Associate Vice President	$250
Account Supervisor	$225
Senior Account Executive	$200
Account Executive	$165
Asst. Account Executive	$140
Partner in Training	$110

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