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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
Finn Partners, Inc.

2. Registration Number
6212

3. Primary Address of Registrant
301 E. 57th Street, New York, NY 10022

4. Name of Foreign Principal
Taste of Iceland

5. Address of Foreign Principal
Sundagaroar 2
Reykjavik
ICELAND 104

6. Country/Region Represented
ICELAND

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
Business Iceland

b) Name and title of official with whom registrant engages
Daníel Kristjan Oddsson, Head of Marketing Campaigns

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
03/27/2023	Martin Ettlemyer	/s/Martin Ettlemyer

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EXECUTION

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Date	Printed Name	Signature
March 27, 2023	Martin Ettlemyer	

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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
Finn Partners, Inc.	6212

3. Name of Foreign Principal
Taste of Iceland

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? 02/08/2023

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

Strategic planning and execution of earned media relations; earned and paid influencer engagement; and event PR associated with the following two festival activations taking place in 2023:
- Washington, DC: March 8 – 11, 2023
- New York: May 10 – 13, 2023

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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.

See Appendix for Response

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
03/27/2023	Martin Ettlemyer	/s/Martin Ettlemyer

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EXECUTION

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Date	Printed Name	Signature
March 27, 2023	Martin Ettlemyer	

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Appendix
Response to Item 9

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

Key activities of the agency include:
Pre-Event Preparation
o Attend two-day on-site planning sessions with key partners in Iceland
o Create a presentation for the partners planning session
o Prep for speed dating session with key partners
o Coordinate with partners, and spokespeople on defining priorities, key messages, and storytelling opportunities
o Develop category-specific messaging documents
o Gather assets and information for successful outreach
Media Relations
o Media strategy and planning
o Media list development and management
o Copywriting and asset creation such as event copy
o Press materials development such as press releases, media alerts, calendar listings and pitches
o Develop key messages and speaking points for speakers at events
o Assist in ideating event formats
o Create event playbook for members with key talking points and conversation starters
o Create crisis playbook for scenario planning
o Proactive media outreach
o Outreach and engagement for dedicated media events and media attendance at scheduled activations
o Develop interview briefing documents and staff media interviews
o Distribution of press releases
o Media monitoring, tracking, merchandising, and reporting
Influencer Relations
o Influencer research and vetting
o Proactive outreach and engagement to earned influencer targets for attendance at scheduled activations
o Coordination and management of paid influencer partnerships to promote festival activations
o Content monitoring, tracking, merchandising, and reporting
Event Publicity
o Strategic counsel and planning
o Event staffing and on-site support
o Coordination with talent, artists, and sponsors for PR opportunities

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FINN
PARTNERS

TASTE OF ICELAND
2023 PR & INFLUENCER SUPPORT
SOW

Vendor Name:	Finn Partners, Inc.
Date Base Agreement Signed:	March 19, 2021
Title of Base Agreement:	PRCA Contract

This Statement of Work ("SOW") is entered into and is effective as of February 8, 2023 ("Effective Date") by and between Business Iceland ("Client"), located at Sundagaroar 2, 104 Reykjavik, Iceland, and Finn Partners Limited ("FINN" or "Agency"), with its principal place of business located at 1st Floor, Broad Street House, 55 Old Broad St., London, England, EC2M 1RX.

This SOW is governed by the terms and conditions of the PRCA Contract ("Agreement") effective March 19, 2021 by and between Client and Finn Partners Limited. Any capitalized terms used but not defined in this SOW shall have the meanings given to them above in the Agreement. In the event of a conflict between the terms of the Agreement and this SOW, the terms of this SOW shall control.

The Client agrees to pay the Agency for the work outlined below. Any out-of-pocket expenses beyond those related directly to the breakdown of activity below, will be approved in writing by Client prior to being incurred and billed during the term of this Agreement.

Any additional work mutually agreed upon after this SOW is executed will be outlined and executed in separate SOW documents and included as addendums to the Master Services Agreement, once final.

PR & INFLUENCER SCOPE

Strategic planning and execution of earned media relations; earned and paid influencer engagement; and event PR associated with the following two festival activations taking place in 2023:

- Washington, DC: March 8 – 11, 2023
- New York: May 10 – 13, 2023

Key activities of the agency include:

- Pre-Event Preparation
  - Attend two-day on-site planning sessions with key partners in Iceland
  - Create a presentation for the partners planning session
  - Prep for speed dating session with key partners
  - Coordinate with partners, and spokespeople on defining priorities, key messages, and storytelling opportunities
  - Develop category-specific messaging documents
  - Gather assets and information for successful outreach
- Media Relations
  - Media strategy and planning
  - Media list development and management
  - Copywriting and asset creation such as event copy

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- Press materials development such as press releases, media alerts, calendar listings and pitches
- Develop key messages and speaking points for speakers at events
- Assist in ideating event formats
- Create event playbook for members with key talking points and conversation starters
- Create crisis playbook for scenario planning
- Proactive media outreach
- Outreach and engagement for dedicated media events and media attendance at scheduled activations
- Develop interview briefing documents and staff media interviews
- Distribution of press releases
- Media monitoring, tracking, merchandising, and reporting

- Influencer Relations
  - Influencer research and vetting
  - Proactive outreach and engagement to earned influencer targets for attendance at scheduled activations
  - Coordination and management of paid influencer partnerships to promote festival activations
  - Content monitoring, tracking, merchandising, and reporting
- Event Publicity
  - Strategic counsel and planning
  - Event staffing and on-site support
  - Coordination with talent, artists, and sponsors for PR opportunities

Terms

An Agency Fee of $50K USD ($25K per event) has been designated for the work outlined above in the SOW, for the period of January 2023 through May 31, 2023. This Agency Fee excludes all out-of-pocket expenses and additional costs associated with the SOW. Additional expenses, including paid influencer partnerships, newswire distributions, and travel, are in addition to the Agency Fee and will be provided to the client in writing for advance approval.

For Client: Taste of Iceland

Daníel Oddsson

Name: Daníel Kristjan Oddsson

Title: Head Of Marketing Campaigns

Date: 02/10/23

For Agency: Finn Partners Limited

Chantal Bowman-Boyles

Title: Managing Partner

Date: 9.3.23

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