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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

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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 ☐ 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, 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 ☐ 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	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

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
03/30/2023	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
3/30/23	Martin Ettlemyer	

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SUPPLEMENTARY AGREEMENT
TO LETTER OF AGREEMENT BETWEEN
HONG KONG TOURISM BOARD AND FINN PARTNERS, INC.

Whereas the parties above entered into a Letter of Agreement with validity from 01 May 2020 through 31 Mar 2022 (the "Agreement"); and the parties agree to reduce the monthly retainer fee and Scope of Work, and amend the Agreement effective from 01 August 2020 as follows:

Section 7.1, Professional Fees and Billing. Monthly retainer fee for the period of August through December 2020 shall be US$12,000 (inclusive of all taxes and bank charges at recipient's end). Client shall be billed on a monthly basis according to the terms in the amended Exhibit A, Scope of Work.

Exhibit A, Scope of Work. The services specification for FINN Partners has been revised and attached to this Supplementary Agreement.

All terms used in this Supplementary Agreement shall have the same meaning as in the Agreement.

All remaining terms of the Agreement continue in full force and effect.

Acceptance:

For and on behalf of
Hong Kong Tourism Board

Signature _____

Name Dane Cheng

Title Executive Director

Date _____

Signature _____

Name Cynthia Leung

Title Regional Director, Americas

Date _____

For and on behalf of
FINN Partners, Inc.

Signature Virginia M. Sheridan

Name Virginia M. Sheridan

Title Managing Partner

Date 28, July 2020

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EXHIBIT A
SCOPE OF WORK, AMENDED AND AGREED TO

FINN Scope of Work Adjustments	
	Change in Deliverables August through December 2020
PR	REMOVE ALL ACTIVITY EXCEPT FOR THE FOLLOWING: ~Preapproved PR Pitching ~Respond to inbound inquiries and opportunities ~TV Show Outreach ~Sentiment Reporting ~Agency Monthly Reports (Monthly PR Performance Report & Weekly Press Sentiment Report)
Social Media	REMOVE ALL ACTIVITY EXCEPT FOR THE FOLLOWING: ~Monthly Sentiment Report that addresses travel sentiment/intention and environmental factors (COVID, NSL, Political)
Integrated	REMOVE ALL ACTIVITY EXCEPT FOR THE FOLLOWING: ~Smaller team with reduced hours ~Reactive Crisis/Reputation Management (as needed) ~Bi-weekly status calls (instead of weekly)

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SUPPLEMENTARY AGREEMENT
TO LETTER OF AGREEMENT BETWEEN
HONG KONG TOURISM BOARD AND FINN PARTNERS, INC.

Whereas the parties above entered into a Letter of Agreement with validity from 01 May 2020 through 31 March 2022 (the "Agreement"); and the parties agree to reduce the monthly retainer fee and Scope of Work, and amend the Agreement effective from 01 January 2021 as follows:

Section 7.1, Professional Fees and Billing. Monthly retainer fee for the period of January 2021 through March 2022 shall be US$12,000 (inclusive of all taxes and bank charges at recipient's end). Client shall be billed on a monthly basis according to the terms in the amended Exhibit A, Scope of Work.

Exhibit A, Scope of Work. The services specification for FINN Partners has been revised and attached to this Supplementary Agreement.

All terms used in this Supplementary Agreement shall have the same meaning as in the Agreement.

All remaining terms of the Agreement continue in full force and effect.

Acceptance:

For and on behalf of
Hong Kong Tourism Board

Signature _____

Name Dane Cheng

Title Executive Director

Date 23 DEC 2020

Signature _____

Name Cynthia Leung

Title Regional Director, Americas

Date 22 Dec 2020

For and on behalf of
FINN Partners, Inc.

Signature Virginia M. Sheridan

Name VIRGINIA M. SHERIDAN

Title MANAGING PARTNER

Date 12/17/2020

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EXHIBIT A
SCOPE OF WORK, AMENDED AND AGREED TO

FINN Scope of Work Adjustments	
	Change in Deliverables January 2021 through March 2022
PR	**REMOVE ALL ACTIVITY EXCEPT FOR THE FOLLOWING:** ~Preapproved PR Pitching ~Respond to inbound inquiries and opportunities ~TV Show Outreach ~Sentiment Reporting ~Agency Monthly Reports (Monthly PR Performance Report & Weekly Press Sentiment Report)
Social Media	**REMOVE ALL ACTIVITY EXCEPT FOR THE FOLLOWING:** ~Monthly Sentiment Report that addresses travel sentiment/intention and environmental factors (COVID, NSL, Political)
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THIRD SUPPLEMENTARY AGREEMENT
TO LETTER OF AGREEMENT
BETWEEN
HONG KONG TOURISM BOARD ("Client") AND FINN PARTNERS, INC. ("Agency")
("Third Supplementary Agreement")

Whereas the parties above entered into:

1) a *Public Relations and Social Marketing/Influencer Services Agreement* effective on May 1, 2020 ("**Master Agreement**");

2) a Supplementary Agreement to Letter of Agreement effective as of 1 August 2020 through 31 December 2020 to reduce the monthly retainer fee and Scope of Work ("**First Supplementary Agreement**");

3) a Supplementary Agreement to Letter of Agreement effective as of 1 January 2021 through 31 March 2022 to reduce the monthly retainer fee and Scope of Work ("**Second Supplementary Agreement**"),

(Master Agreement, First Supplementary Agreement and Second Supplementary Agreement are collectively referred to as "**Agreements**" under this Third Supplementary Agreement.)

the parties hereby agree to extend the term of the Master Agreement further to three months through 30 Jun 2022, and amend the Master Agreement effective on the date of signing of this Third Supplementary Agreement as follows by inserting a new Section 11.1A:

> ***11.1A*** *The term of this Agreement shall be further extended, for three months from April 1, 2022 through June 30, 2022 ("**Further Extension**").*

During the Further Extension, the Agency shall:

i) provide the services and deliverables to the Client as outlined in the Scope of Work under Exhibit A appended hereto;

ii) apply 2021 KPI goals pursuant to Clause 1.1.2 of the Master Agreement; and

iii) the Professional Fees and Billing as specified below shall apply:
US$12,000 per month as the monthly retainer fee (inclusive of all taxes and bank charges at recipient's end). Client shall be billed on a monthly basis according to the terms in the Scope of Work under Exhibit A as appended hereto.

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All terms used in this Third Supplementary Agreement shall have the same meaning as in the Master Agreement except as otherwise modified by this Third Supplementary Agreement.

All remaining terms of the Agreements continue in full force and effect.

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

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

For and on behalf of
Hong Kong Tourism Board

Signature _____

Name Cynthia Leung

Title Regional Director, Americas

Date 31-Mar-2022

For and on behalf of
FINN Partners, Inc.

Signature DocuSigned by: Martin Ettlemyer 16E1BDE39239408...

Name [redacted] Martin Ettlemyer

Title [redacted] CFO

Date 4/4/2022

Initials WBF

Name William B Flora, Director-US

Date 3/30/22

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