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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
BCW LLC

2. Registration Number
6227

3. Primary Address of Registrant
1801 K Street NW
Suite 900
Washington DC 20006

4. Name of Foreign Principal
NEOM Company

5. Address of Foreign Principal
Information Technology & Communications Complex (ITCC)
2nd Floor Building IN-01, Al Nakeel Dist. Riyadh -
Kingdom of Saudi Arabia

6. Country/Region Represented
Kingdom of Saudi Arabia

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)* _____
- ☐ Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
NA

b) Name and title of official with whom registrant engages
NA

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

NA

b) Aim, mission or objective of foreign political party

NA

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.

A Saudi government funded company coordinating the economic development of a planned cross-border city in the Tabuk Province of northwest Saudi Arabia.

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).

Neom is a subsidiary of the Public Investment Fund, which is a sovereign wealth fund for the government of the Kingdom of Saudi Arabia

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.

NA

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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
July 02, 2020	Sharon Balkam	/s/ Sharon Balkam eSigned

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OMB No. 1124-0004; Expires May 31, 2020

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
BCW LLC	6227

3. Name of Foreign Principal

NEOM Company

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? 4/29/2020

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

BCW will engage in an international media strategy on behalf of NEOM Company which consists of two phases. Phase One concerns the design and planning of the strategy and Phase Two consists of its execution.

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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.

The design and execution of an international strategy for outreach to news media including:

- Tailoring of international press releases for the U.S. market
- Distribution of press releases and related materials to designated recipients in the U.S.
- Invitation of U.S. news media to a virtual press conference
- Daily reporting to client on news media coverage

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.

BCW will engage in a public relations strategy in the United States to promote awareness of, and support for, NEOM, including outreach to news media.

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.

NA

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

Date	Contact	Method	Purpose
NA			

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
NA			

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
NA			

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
July 02, 2020	Sharon Balkam	/s/ Sharon Balkam eSigned

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Commercial Proposal For NEOM

Prepared by: ASDA'A BCW
May 11, 2020

Received by NSD/FARA Registration Unit 07/02/2020 1:42:12 PM

Received by NSD/FARA Registration Unit 07/02/2020 1:42:12 PM

May 11, 2020

Prepared by:
ASDA'A BCW
4th Floor, Block A
The Gateway Building
Dubai, United Arab Emirates
Tel: 971 4 4507 600
Fax: 971 4 4358 040
Email: info.asdaa@bcw-global.com
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Overview and Considerations

Background

On April 29th, 2020, NEOM engaged ASDA'A BCW to support the communications function with the launch of [redacted]. A proposal, including the contributions of several other agencies, has already been created for review by NEOM's CEO and later the Royal Court to outline the proposed approach on the day of the announcement and in the 30 days that follow.

To expedite the onboarding process, ASDA'A BCW has begun working from the 29th of April and has agreed (in principle) to set out the terms of a project contract for services during this time.

Scope of Work

Flexibility around the scope of work will be a key component of our working relationship with NEOM, as we understand the brief may change and we may be called upon to perform duties outside of this framework. However, for general planning purposes, the scope shall, at least, include the following:

- The formulation of a comprehensive media matrix that allows for targeted distribution of media materials by sector and country.
- The process for international distribution of all press materials and collaterals through our international offices
- Translation into up to 7 other languages (English and Arabic being supported by other agencies). This translation is understood to be a rewriting of content rather than a literal translation. It will be tailored to the market, in all cases.
- Daily reporting following the launch on coverage and KPIs by all international offices (monitoring software will be used to augment this and prepare reports)
- Design support to include infographics and other press materials
- The direction of other agencies on the content needs for specific markets and feature stories.
- The facilitation of a virtual press conference with Al Arabiya or another 3rd party provider (exclusive of provider's costs)
- The facilitation of media interviews with key spokespeople during the launch and for the 90 days that follow
- Creation of presentations and other collaterals for Board and / or Royal Court review
- Project management of other agencies when requested by the client
- Daily meetings with the client

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Payment Terms and Considerations

As this will be a project contract and not an ongoing retainer, we have broken the phasing of work into “Pre-Launch” and “Launch + 14 Weeks”. One-third of the total amount, for both phases, is due upfront. The second third will be invoiced on the launch date; with the final third being billed at the completion of the 14 weeks that follow. Should the event be delayed, the full amount for the pre-launch will be owed at the completion of that preparatory stage. While the initial payment is made on confirming this arrangement, the second and final payment are due within 30 days of invoicing.

Should NEOM wish to engage the services of ASDA’A BCW at a maintenance level in the occurrence of an event delay, the terms of that work will be negotiated separately. Should NEOM wish to extend the agreement beyond the period specified for any other reasons (or to complete any other newly identified deliverables) we will negotiate on ongoing project or retained contract to allow for this. The contract will be issued from our Dubai, UAE head office.

Team

In the pre-launch stage, the team will be led by SVP Nathan Wilson [redacted], Mohammed Al Maskati [redacted] and Nora Feidi [redacted] for the duration of the project. [redacted] head of media relations and [redacted] graphic design, will round out the core team.

[redacted], EVP of regional operations, will head up a three person KSA team devoted to media relations within the Kingdom.

Margaret Flanagan, [redacted] and [redacted] will act as international coordinators, and international offices will appoint a single point of contact to support the launch of [redacted].

We have provided allocations for other team members below. Should we need to substitute any team members based on new requests or deliverables from NEOM, this change in team will be agreed in advance.

In the second stage (Launch + 14 weeks), the allocations change slightly to accommodate our anticipation of slightly different deliverables.

All team members are bound under our existing NDA.

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asdaa bcw

Budget Pre – Launch

Pre- Launch Team Allocation				6 Week Duration (April 29 - June 10)
Hub Team				
Name	**Position**	**Allocation**	**Hourly Rate (USD)**	**Project Fee (USD)**
Nathan Wilson	Senior Vice President	[redacted]	[redacted]	65,813
Mohammed Al Maskati	Account Director	[redacted]	[redacted]	42,525
Nora Feidi	Associate Account Director	[redacted]	[redacted]	25,313
[redacted]	[redacted]	[redacted]	[redacted]	5,400
[redacted]	[redacted]	[redacted]	[redacted]	10,800
			Project Total	**149,850**
Saudi Team				
Name	**Position**	**Allocation**	**Hourly Rate (USD)**	**Project Fee (USD)**
[redacted]	[redacted]	[redacted]	[redacted]	7,875
[redacted]	[redacted]	[redacted]	[redacted]	3,600
[redacted]	[redacted]	[redacted]	[redacted]	5,625
			Project Total	**17,100**
International Outreach Team				
Margaret Flanagan	Executive Vice President	[redacted]	[redacted]	3,938
[redacted]	[redacted]	[redacted]	[redacted]	7,313
Rania Moussly	Associate Director	[redacted]	[redacted]	4,950
[redacted]	[redacted]	[redacted]	[redacted]	3,375
			Project Total	**19,575**
International Offices				
US Office Support	Media relations	[redacted]	[redacted]	18,281
[redacted]	Media relations	[redacted]	[redacted]	17,438
[redacted]	Media relations and translation	[redacted]	[redacted]	13,500
[redacted]	Media relations and translation	[redacted]	[redacted]	12,375
[redacted]	Media relations and translation	[redacted]	[redacted]	14,400
[redacted]	Media relations and translation	[redacted]	[redacted]	13,950
[redacted]	Media relations and translation	[redacted]	[redacted]	12,375
[redacted]	Media relations and translation	[redacted]	[redacted]	13,950
[redacted]	Media relations	[redacted]	[redacted]	6,188
[redacted]	Media relations	[redacted]	[redacted]	5,063
[redacted]	Media Relations and translation	[redacted]	[redacted]	10,125
[redacted]	Media relations and translation	[redacted]	[redacted]	12,375
[redacted]	Media relations and translation	[redacted]	[redacted]	13,500
[redacted]	Media relations and translation	[redacted]	[redacted]	10,125
[redacted]	Media Relations	[redacted]	[redacted]	4,500
[redacted]	Media relations and localization	[redacted]	[redacted]	6,750
			Project Total	**184,894**

Total Pre-Launch	**371,419**
Add 5% WHT	**19,548**
Grand Total	**390,967**

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Budget – Launch + 14 Weeks

Launch Team Allocation		14 Weeks - Estimated Timeframe (June 10 - Sept 16)		
Hub Team				
Name	**Position**	**Allocation**	**Hourly Rate (USD)**	**Project Fee (USD)**
Nathan Wilson	Senior Vice President	[redacted]	[redacted]	127,969
Mohammed Al Maskati	Account Director	[redacted]	[redacted]	82,688
Nora Feidi	Associate Account Director	[redacted]	[redacted]	39,375
[redacted]	[redacted]	[redacted]	[redacted]	41,580
[redacted]	[redacted]	[redacted]	[redacted]	9,450
			Project Total	**301,061**
Saudi Team				
Name	**Position**	**Allocation**	**Hourly Rate (USD)**	**Project Fee (USD)**
[redacted]	[redacted]	[redacted]	[redacted]	14,700
[redacted]	[redacted]	[redacted]	[redacted]	10,500
[redacted]	[redacted]	[redacted]	[redacted]	16,406
			Project Total	**41,606**
International Outreach Team				
Margaret Flanagan	Executive Vice President	[redacted]	[redacted]	9,188
[redacted]	[redacted]	[redacted]	[redacted]	17,063
Rania Moussly	Associate Director	[redacted]	[redacted]	11,550
[redacted]	[redacted]	[redacted]	[redacted]	7,875
			Project Total	**45,675**
International Offices				
US Office Support	Media relations	[redacted]	[redacted]	30,713
[redacted]	Media relations	[redacted]	[redacted]	29,295
[redacted]	Media relations and translation	[redacted]	[redacted]	18,900
[redacted]	Media relations and translation	[redacted]	[redacted]	17,325
[redacted]	Media relations and translation	[redacted]	[redacted]	20,160
[redacted]	Media relations and translation	[redacted]	[redacted]	19,530
[redacted]	Media relations and translation	[redacted]	[redacted]	17,325
[redacted]	Media relations and translation	[redacted]	[redacted]	19,530
[redacted]	Media relations	[redacted]	[redacted]	10,106
[redacted]	Media relations	[redacted]	[redacted]	8,269
[redacted]	Media Relations and translation	[redacted]	[redacted]	14,175
[redacted]	Media relations and translation	[redacted]	[redacted]	17,325
[redacted]	Media relations and translation	[redacted]	[redacted]	18,900
[redacted]	Media relations and translation	[redacted]	[redacted]	14,175
[redacted]	Media Relations	[redacted]	[redacted]	7,350
[redacted]	Media relations and localization	[redacted]	[redacted]	10,500
[redacted]	Media Relations	[redacted]	[redacted]	18,900
			Project Total	**292,478**
Media Monitoring Across 18 countries + MENA (does not include Meltwater)				**35,000**

Total Launch + 14 Weeks	**715,820**
Add 5% WHT	**37,675**
Grand Total	**753,495**

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Monthly Maintenance Fee (covering any delay of the event)

The maintenance fee can be actioned on June 10 (the completion of Phase 1) by NEOM with an email to bcw account team and finance department. It will be billed at the end of every 30 day cycle thereafter (eg July 10) for the period completed. Payment will be due one month after invoicing. The maintenance period can be ended with a similar email or – automatically – at the start of the second phase. If a full cycle of 30 days is not completed, we will bill pro rata for days worked.

Maintenance Support (if event is delayed)				Per Month
Hub Team				
Name	**Position**	**Allocation**	**Hourly Rate (USD)**	**Project Fee (USD)**
Nathan Wilson	Senior Vice President	[redacted]	[redacted]	26,000
Mohammed Al Maskati	Account Director	[redacted]	[redacted]	16,800
Nora Feidi	Associate Account Director	[redacted]	[redacted]	9,600
Rania Moussly	Associate Director	[redacted]	[redacted]	3,520
[redacted]	[redacted]	[redacted]	[redacted]	3,840
			Project Total	**59,760**

Monthly Maintenance Fee	**59,760**
Add 5% WHT	**3,145**
Monthly Total	**62,905**

Consolidated Total Fees – With Bulk Rate 5% Discount

Consolidated Total	
Total Pre Launch	**371,419**
Total Launch + 14	**715,820**
5% Bulk Rate Discount	**(54,362)**
5% WHT	**57,223**
Total Fees	**1,090,100**
Monthly Maintenance Fee (in the event of launch delay)	
Maintenance Total (Monthly)	**59,760**
5% Bulk Rate Discount	**(2,988)**
5% WHT	**3,145**
Total Fees	**59,917**

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Purchase Order NO. 200748



To: ASDA'A BCW
4th Floor, Block A, The Gateway Building, Dubai, United Arab Emirates

Tel: 971 4 4507 600
Email: info.asdaa@bcw-global.com

Date:	**13/05/2020**	**Supplier No.**	
Department:	**Marketing**	**Supplier Ref:**	
Project:	**Media Relations Services - [redacted] Launch**	**NEOM Company Representative:**	**Predescu, Gabriel**

Deliver to:
NEOM Company
Information Technology & Communications Complex (ITCC)
2nd Floor Building IN-01 Al Nakeel District 12382
Riyadh - Kingdom of Saudi Arabia

Invoice to:
NEOM Company (Accounting Department)
Information Technology & Communications Complex (ITCC)
2nd Floor Building IN-01 Al Nakeel District 12382
Riyadh - Kingdom of Saudi Arabia

Start Date (Services): **29/04/2020**
Completion Date (Services) **10/06/2020**

ITEM NO.:	DESCRIPTION	QTY	UNIT PRICE (USD)	TOTAL (USD)
1	Hub Team	1	149,850.00	149,850.00
2	Saudi Team	1	17,100.00	17,100.00
3	International Outreach Team	1	19,575.00	19,575.00
4	International Offices	1	184,894.00	184,894.00
Please Refer to Appendix A for Work Schedule			**SUB TOTAL**	371,419.00
Additional Notes:			**WHT**	19,548.00
			TOTAL (USD)	390,967.00

Terms & Conditions

1. This Purchase Order is subject to NEOM's Purchase Order Terms & Conditions which are fully incorporated herein by reference and attached.
2. Please send two copies of your invoices (scanned copy to the email and hard copy to the address below).
3. Payment is subject to actual acceptance of the Goods and / or Services by the NEOM Company Representative
4. Please notify us immediately if you are unable to ship Goods and/or perform Services as specified.
5. Acknowledge Appendix A

Approved by:	**NEOM Company**	Acknowledged by:	**ASDA'A BCW**
Signature:		Signature:	
Name:	**Nadmi Almasr**	Name:	
Title:	**CEO**	Title:	

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NEOM

Purchase Order NO. 200748

Appendix A – Work Schedule

Scope of Work

Flexibility around the scope of work will be a key component of our working relationship with NEOM, as we understand the brief may change and we may be called upon to perform duties outside of this framework. However, for general planning purposes, the scope shall, at least, include the following:

- The formulation of a comprehensive media matrix that allows for targeted distribution of media materials by sector and country.
- The process for international distribution of all press materials and collaterals through our international offices
- Translation into up to 7 other languages (English and Arabic being supported by other agencies). This translation is understood to be a rewriting of content rather than a literal translation. It will be tailored to the market, in all cases.
- Daily reporting following the launch on coverage and KPIs by all international offices (monitoring software will be used to augment this and prepare reports)
- Design support to include infographics and other press materials
- The direction of other agencies on the content needs for specific markets and feature stories.
- The facilitation of a virtual press conference with Al Arabiya or another 3rd party provider (exclusive of provider's costs)
- The facilitation of media interviews with key spokespeople during the launch and for the 90 days that follow
- Creation of presentations and other collaterals for Board and / or Royal Court review
- Project management of other agencies when requested by the client
- Daily meetings with the client

Team

In the pre-launch stage, the team will be led by SVP Nathan Wilson [redacted]. Mohammed Al Maskati [redacted] and Nora Feidi [redacted] for the duration of the project. [redacted] head of media relations and [redacted] graphic design, will round out the core team.

[redacted] EVP of regional operations, will head up a three person KSA team devoted to media relations within the Kingdom.

Margaret Flanagan, [redacted] and [redacted] will act as international coordinators, and international offices will appoint a single point of contact to support the launch of [redacted]

We have provided allocations for other team members below. Should we need to substitute any team members based on new requests or deliverables from NEOM, this change in team will be agreed in advance.

In the second stage (Launch + 14 weeks), the allocations change slightly to accommodate our anticipation of slightly different deliverables.

All team members are bound under our existing NDA.

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NEOM

Purchase Order NO. 200748

Budget Pre – Launch

Pre- Launch Team Allocation			6 Week Duration (April 29 - June 10)	
Hub Team				
Name	**Position**	**Allocation**	**Hourly Rate (USD)**	**Project Fee (USD)**
Nathan Wilson	Senior Vice President	[redacted]	[redacted]	65,813
Mohammed Al Maskati	Account Director			42,525
Nora Feidi	Associate Account Director			25,313
[redacted]				5,400
				10,800
			Project Total	**149,850**
Saudi Team				
Name	**Position**	**Allocation**	**Hourly Rate (USD)**	**Project Fee (USD)**
[redacted]		[redacted]	[redacted]	7,875
				3,600
				5,625
			Project Total	**17,100**
International Outreach Team				
Margaret Flanagan	Executive Vice President	[redacted]	[redacted]	3,938
[redacted]				7,313
Rania Moussly	Associate Director			4,950
[redacted]				3,375
			Project Total	**19,575**
International Offices				
US Office Support	Media relations	[redacted]	[redacted]	18,281
[redacted]	Media relations			17,438
	Media relations and translation			13,500
	Media relations and translation			12,375
	Media relations and translation			14,400
	Media relations and translation			13,950
	Media relations and translation			12,375
	Media relations and translation			13,950
	Media relations			6,188
	Media relations			5,063
	Media Relations and translation			10,125
	Media relations and translation			12,375
	Media relations and translation			13,500
	Media relations and translation			10,125
	Media Relations			4,500
	Media relations and localization			6,750
			Project Total	**184,894**

Total Pre-Launch	**371,419**
Add 5% WHT	**19,548**
Grand Total	**390,967**

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U.S. Department of Justice

Washington, DC 20530

Short Form Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .23 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
Mohammed Emad AlMaskati

2. Registration Number
6227

3. Residence Address
Provided to DOJ under separate cover

4. Primary Business Address
Asda'a BCW, 9th Floor, Gallary Mall Grand Towers, King Fahad Road, Riyadh, Saudi Arabia

5. Year of Birth 1982

Nationality Bahraini

Present Citizenship Bahranini

6. If present citizenship was not acquired by birth, indicate when, and how acquired.
N/A

7. Occupation Public Relations

8. What is the name and address of the primary registrant?
Name BCW LLC
Address 1801 K Street Suite 900 Washington DC 20006

9. (a) Indicate your connection with the primary registrant:

☐ partner ☐ director ☒ employee ☐ consultant
☐ officer ☐ associate ☐ agent ☐ subcontractor
☐ other *(specify)*_____

(b) Specify your position/title: Account Director

10. List the foreign principal to whom you will render services in support of the primary registrant.
NEOM COMPANY

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11. Describe in detail all services which you will render to the foreign principal listed in Item 10 either directly, or through the primary registrant listed in Item 8.

BCW will engage in an international media strategy on behalf of NEOM Company which consists of two phases. Phase One concerns the design and planning of the strategy and Phase Two consists of its execution.

12. Do any of the above described services include political activity as defined in Section 1(o) of the Act[1]?

Yes ☒ No ☐

If yes, describe separately and in detail such political activity. 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.

BCW will engage in a public relations strategy in the United States to promote awareness of, and support for, NEOM, including outreach to news media.

13. The services described in Items 11 and 12 are to be rendered on a

☐ full time basis ☒ part time basis ☐ special basis

14. What compensation or thing of value have you received to date or will you receive for the above services?

☐ Salary: Amount $ _____ per _____ ☐ Commission at _____ % of _____

☒ Salary: Not based solely on services rendered to the foreign principal(s).

☐ Fee: Amount $ _____ ☐ Other thing of value _____

15. During the period beginning 60 days prior to the date of your obligation to register under FARA, have you, from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value in connection with an election to political office or in connection with any primary election, convention, or caucus held to select candidates for any political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value

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 Short Form 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.

July 02, 2020	Mohammed Emad AlMaskati	/s/ Mohammed Emad AlMaskati	eSigned
Date	*Printed Name*	*Signature*	

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.

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1. Name	2. Registration Number
Nora Feidi	6227
3. Residence Address Provided to DOJ under separate cover	4. Primary Business Address ASDA'A BCW 44th Floor Block A The Gateway Building Dubai Media City, Dubai UAE
5. Year of Birth 1981 Nationality USA Present Citizenship USA	6. If present citizenship was not acquired by birth, indicate when, and how acquired. N/A

7. Occupation Public Relations

8. What is the name and address of the primary registrant?
Name BCW LLC Address 1801 K Street Suite 900 Washington DC 20006

9. (a) Indicate your connection with the primary registrant:

☐ partner ☐ director ☒ employee ☐ consultant
☐ officer ☐ associate ☐ agent ☐ subcontractor
☐ other *(specify)*_____

(b) Specify your position/title: Associate Account Director

10. List the foreign principal to whom you will render services in support of the primary registrant.
NEOM COMPANY

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11. Describe in detail all services which you will render to the foreign principal listed in Item 10 either directly, or through the primary registrant listed in Item 8.

BCW will engage in a international media strategy on behalf of NEOM Company which cosists of two phases. Phase One concerns the design and planning of the strategy and Phase Two conists of its execution.

12. Do any of the above described services include political activity as defined in Section 1(o) of the Act[1]?

Yes ☒ No ☐

If yes, describe separately and in detail such political activity. 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.

BCW will engage in a public relations strategy in the United States to promote awareness of, and support for, NEOM, including outreach to news media.

13. The services described in Items 11 and 12 are to be rendered on a

☐ full time basis ☒ part time basis ☐ special basis

14. What compensation or thing of value have you received to date or will you receive for the above services?

☐ Salary: Amount $ _____ per _____ ☐ Commission at _____ % of _____

☒ Salary: Not based solely on services rendered to the foreign principal(s).

☐ Fee: Amount $ _____ ☐ Other thing of value _____

15. During the period beginning 60 days prior to the date of your obligation to register under FARA, have you, from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value in connection with an election to political office or in connection with any primary election, convention, or caucus held to select candidates for any political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value

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 Short Form 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.

July 02, 2020	Nora Feidi	/s/ Nora Feidi	eSigned
Date	*Printed Name*	*Signature*	

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.

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1. Name
Margaret Flanagan

2. Registration Number
6227

3. Residence Address
Provided to DOJ under separate cover

4. Primary Business Address
Block A, Floor Four, The Gateway Building, Dubai Media City, Dubai, UAE

5. Year of Birth 1972

Nationality British

Present Citizenship British

6. If present citizenship was not acquired by birth, indicate when, and how acquired.

7. Occupation Public Relations

8. What is the name and address of the primary registrant?
Name BCW LLC
Address 1801 K Street Suite 900 Washington DC 20006

9. (a) Indicate your connection with the primary registrant:

☐ partner ☐ director ☒ employee ☐ consultant
☐ officer ☐ associate ☐ agent ☐ subcontractor
☐ other *(specify)*_____

(b) Specify your position/title: Managing Director

10. List the foreign principal to whom you will render services in support of the primary registrant.
NEOM COMPANY

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11. Describe in detail all services which you will render to the foreign principal listed in Item 10 either directly, or through the primary registrant listed in Item 8.

BCW will engage in an international media strategy on behalf of NEOM Company which consists of two phases. Phase One concerns the design and planning of the strategy and Phase Two consists of its execution.

12. Do any of the above described services include political activity as defined in Section 1(o) of the Act[1]?

Yes ☒ No ☐

If yes, describe separately and in detail such political activity. 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.

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☐ Salary: Amount $ _____ per _____ ☐ Commission at _____ % of _____

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15. During the period beginning 60 days prior to the date of your obligation to register under FARA, have you, from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value in connection with an election to political office or in connection with any primary election, convention, or caucus held to select candidates for any political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value

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 Short Form 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.

July 02, 2020	Margaret Flanagan	/s/ Margaret Flanagan	eSigned
Date	*Printed Name*	*Signature*	

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.

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1. Name
Shaila Manyam

2. Registration Number
6227

3. Residence Address
Provided to DOJ under separate cover

4. Primary Business Address
BCW LLC
1801 K Street NW Suite 900 Washington DC 20006

5. Year of Birth 1972

Nationality USA

Present Citizenship USA

6. If present citizenship was not acquired by birth, indicate when, and how acquired.
1980, through naturalization

7. Occupation Public Relations

8. What is the name and address of the primary registrant?
Name BCW LLC
Address 1801 K Street Suite 900 Washington DC 20006

9. (a) Indicate your connection with the primary registrant:

☐ partner ☐ director ☒ employee ☐ consultant
☐ officer ☐ associate ☐ agent ☐ subcontractor
☐ other *(specify)*_____

(b) Specify your position/title:

10. List the foreign principal to whom you will render services in support of the primary registrant.
NEOM COMPANY

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12. Do any of the above described services include political activity as defined in Section 1(o) of the Act[1]?

Yes ☒ No ☐

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15. During the period beginning 60 days prior to the date of your obligation to register under FARA, have you, from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value in connection with an election to political office or in connection with any primary election, convention, or caucus held to select candidates for any political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value

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 Short Form 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.

July 02, 2020	Shaila Manyam	/s/ Shaila Manyam	eSigned
Date	*Printed Name*	*Signature*	

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.

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1. Name	2. Registration Number
Rania Moussly	6227
3. Residence Address Provided to DOJ under separate cover	4. Primary Business Address ASDA'A BCW 44th Floor Block A The Gateway Building Dubai Media City, Dubai UAE
5. Year of Birth 1984 Nationality British Present Citizenship British	6. If present citizenship was not acquired by birth, indicate when, and how acquired. N/A

7. Occupation Public Relations

8. What is the name and address of the primary registrant?
Name BCW LLC Address 1801 K Street Suite 900 Washington DC 20006

9. (a) Indicate your connection with the primary registrant:

☐ partner ☐ director ☒ employee ☐ consultant
☐ officer ☐ associate ☐ agent ☐ subcontractor
☐ other *(specify)*_____

(b) Specify your position/title: Associate Director

10. List the foreign principal to whom you will render services in support of the primary registrant.
NEOM COMPANY

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11. Describe in detail all services which you will render to the foreign principal listed in Item 10 either directly, or through the primary registrant listed in Item 8.

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12. Do any of the above described services include political activity as defined in Section 1(o) of the Act[1]?

Yes ☒ No ☐

If yes, describe separately and in detail such political activity. 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.

BCW will engage in a public relations strategy in the United States to promote awareness of, and support for, NEOM, including outreach to news media.

13. The services described in Items 11 and 12 are to be rendered on a

☐ full time basis ☒ part time basis ☐ special basis

14. What compensation or thing of value have you received to date or will you receive for the above services?

☐ Salary: Amount $ _____ per _____ ☐ Commission at _____ % of _____

☒ Salary: Not based solely on services rendered to the foreign principal(s).

☐ Fee: Amount $ _____ ☐ Other thing of value _____

15. During the period beginning 60 days prior to the date of your obligation to register under FARA, have you, from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value in connection with an election to political office or in connection with any primary election, convention, or caucus held to select candidates for any political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value

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 Short Form 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.

July 02, 2020	Rania Moussly	/s/ Rania Moussly	eSigned
Date	*Printed Name*	*Signature*	

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.

Received by NSD/FARA Registration Unit 07/02/2020 1:42:12 PM

OMB No. 1124-0005; Expires May 31, 2020

U.S. Department of Justice

Washington, DC 20530

Short Form Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Each partner, officer, director, associate, employee, and agent of a registrant is required to file a short form registration statement unless he engages in no activities in furtherance of the interests of the registrant's foreign principal or unless the services he renders to the registrant are in a secretarial, clerical, or in a related or similar capacity. Compliance is accomplished by filing an electronic short form registration statement 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 and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .23 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
Stephanie Nye

2. Registration Number
6227

3. Residence Address
Provided to DOJ under separate cover

4. Primary Business Address
BCW LLC
1801 K Street NW Suite 900 Washington DC 20006

5. Year of Birth 1979

Nationality USA

Present Citizenship USA

6. If present citizenship was not acquired by birth, indicate when, and how acquired.
N/A

7. Occupation Public Relations

8. What is the name and address of the primary registrant?
Name BCW LLC Address 1801 K Street Suite 900 Washington DC 20006

9. (a) Indicate your connection with the primary registrant:

☐ partner ☐ director ☒ employee ☐ consultant
☐ officer ☐ associate ☐ agent ☐ subcontractor
☐ other *(specify)*_____

(b) Specify your position/title: Senior Vice President

10. List the foreign principal to whom you will render services in support of the primary registrant.
NEOM COMPANY

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11. Describe in detail all services which you will render to the foreign principal listed in Item 10 either directly, or through the primary registrant listed in Item 8.

BCW will engage in an international media strategy on behalf of NEOM Company which consists of two phases. Phase One concerns the design and planning of the strategy and Phase Two consists of its execution.

12. Do any of the above described services include political activity as defined in Section 1(o) of the Act[1]?

Yes ☒ No ☐

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Yes ☒ No ☐

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
5/19/2020	Stephanie Nye	Brad Pfaff for State Senate	CC via online contribution Portal ActBlue	$100

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 Short Form 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.

July 02, 2020	Stephanie Nye	/s/ Stephanie Nye	eSigned
Date	*Printed Name*	*Signature*	

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.

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1. Name	2. Registration Number
Nathaniel Wilson	6227
3. Residence Address Provided to DOJ under separate cover	4. Primary Business Address ASDA'A BCW 44th Floor Block A The Gateway Building Dubai Media City, Dubai UAE
5. Year of Birth 1980 Nationality USA Present Citizenship USA	6. If present citizenship was not acquired by birth, indicate when, and how acquired. N/A

7. Occupation Public Relations

8. What is the name and address of the primary registrant?
Name BCW LLC Address 1801 K Street Suite 900 Washington DC 20006

9. (a) Indicate your connection with the primary registrant:

☐ partner ☐ director ☒ employee ☐ consultant
☐ officer ☐ associate ☐ agent ☐ subcontractor
☐ other *(specify)*_____

(b) Specify your position/title: Senior Vice President

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Yes ☐ No ☒

If yes, furnish the following information:

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EXECUTION

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July 02, 2020	Nathaniel Wilson	/s/ Nathaniel Wilson	eSigned
Date	*Printed Name*	*Signature*	

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