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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 Registration Unit in Washington, DC. Statements are also available online at the Registration 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 .49 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, Registration 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 and Address of Registrant | 2. Registration No. |
|---|---|
| MMGY Global, LLC<br>4601 Madison Avenue<br>Kansas City, MO 64112 | 6492 |

| 3. Name of Foreign Principal | 4. Principal Address of Foreign Principal |
|---|---|
| Zurich Tourism | Stampfenbachstrasse 52<br>CH-8006 Zurich |

5. Indicate whether your 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 _____

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

a) Branch or agency represented by the registrant

Tourism

b) Name and title of official with whom registrant deals

Roland Ottiger, Head of Markets & Business Development

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

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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8. 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 ☐ |

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. 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.

**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and 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 of Exhibit A | Name and Title | Signature |
|---|---|---|
| September 19, 2017 | Misti Borchers, Accounting Manager | /s/ Misti Borchers eSigned |

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# 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 Registration Unit in Washington, DC. Statements are also available online at the Registration 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 .33 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, Registration 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 No. |
|---|---|
| MMGY Global, LLC | 6492 |

3. Name of Foreign Principal

Zurich Tourism

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

Provide public relations and social media services to promote Zurich as a travel destination.



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

See #7.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? 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.

## EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and 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 of Exhibit B | Name and Title | Signature |
|---|---|---|
| September 19, 2017 | Misti Borchers, Accounting Manager | /s/ Misti Borchers eSigned |

Footnote: "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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# PROJECT ESTIMATE

client Zürich Tourism

job name Visit Zürich Influencer Campaign

estimate date April 28, 2016

this estimate good until April 29, 2016

**project description**

- MMGY will identify, engage, and invite 5 top lifestyle, artistic and culture focused influencers/bloggers to participate in an exclusive Exchange Program
- Influencers will be paired with local Zürich experts in areas such as food, entertaining, nightlife, culture, shopping, outdoor activities and more
- Influencers will travel together with Zürich, spending time together as a group with the local experts as well as one-on-one with the experts, learning about each experts' passion and knowledge
- Influencers will be required to share their experiences via social media and blog posts. Influencers will be compensated for their time.

**program objectives**

- Drive social media awareness and engagement by social media influencers to share their Zürich experience online
- Reach new audiences who may not be familiar with travel to Zürich
- Generate rich content via influencer blog posts and social media content to drive website traffic and social engagement
- Generate lasting, high-quality photo content to be used in other marketing channels

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**target influencer deliverables**

In exchange for $2,000 compensation and an all-expenses-paid, 5-day, 4-night trip to Europe between the dates of June 21 – 27, influencers will be asked to provide the following social deliverables: *(deliverables subject to change during negotiations)*

Each influencer will be asked to provide:

- A total of 3 blog posts to be completed 2 months after return home from the trip
- 30 image files with shared rights
- A minimum of 10 Instagram photos during the trip tagging @visitzurich
- A minimum of 1 Facebook post or Pinterest board for the trip tagging Visit Zürich
- A minimum of 1 tweet per day during the trip tagging @visitzurich
- A minimum of 2 tweets per airline partner
- A minimum of 2 Instagram posts per airline partner
- Mention of flight experiences in one or more blog posts

**social engagement**

- MMGY will launch a social media sweepstakes to encourage engagement on Zurich Tourism's social channels.
- Utilizing the content from the influencer trip, we will develop an engagement-based, comment style sweepstakes for people to win Zurich themed prizes.
- We will encourage the influencers to post on their channels to encourage their followers to enter for the chance to win.
- We will choose 5 winners at random to receive a Swiss arts and culture themed basket that could include chocolate, cheese and crackers, a sketch journal, et cetera.

**mmgy responsibilities**

- Strategic planning & program management
- Development of all program materials, including creative services
- Campaign monitoring and reporting
- Influencer selection and relationship management
- Influencer contracts and compensation negotiation and fulfillment
- Assistance securing influencer travel arrangements & experiences
- Secure airline partnership for air travel sponsorship (Confirmed)
- Contest content creation and contest management

**Zürich Tourism responsibilities**

- Collaboration with MMGY to develop influencer itineraries
- Securing influencer travel arrangements & experiences in destination
- Engagement with influencers via Zürich social media channels



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- Zurich will cover costs to transport influencers by train from Frankfurt to Zurich
- Zurich will secure partnership for all hotel accommodations and dining in Frankfurt
- Zurich will be responsible for contest prize fulfillment

**estimate**

| | |
|---|---|
| Influencer Program Management | $20,000 |
| Influencer Compensation ($2,000 per influencer for 5 influencers) | $10,000 |
| Influencer Travel Stipend ($200 per influencer for 5 influencers) | $1,000 |
| Estimated influencer & MMGY travel (train from Frankfurt to Zurich, accommodations, etc.) | TBD |
| **total** | **$31,000** |

Additional Declarations

- Any request beyond what is detailed in this scope document will be estimated as an additional cost.
- If the specifications of the project are changed, a new estimate will be provided for approval
- Upon approval, 100% of the total estimate will be billed to the client
- If the project is canceled before completion, all accrued charges to date will be billed
- Should influencer travel exceed the estimated cost, a new estimate will be delivered for review. All additional travel costs will be billed at net.
- In some cases, estimates may vary by +/- 10%.
- All invoices are payable within 30 days of receipt

client approval _____ date April 29, 2016



MMGY 4/29/16

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NJF
AN MMGYGLOBAL COMPANY

client Zürich Tourism

job name Visit Zürich PR & Social Blitz in NYC

estimate date March 29, 2017

this estimate good until March 31, 2017

**project description**

- NJF will identify, engage, and invite top tier media and influencers to a series of PR & Social focused activities in New York City (cocktail event with local Zürich chef, individualized meet & greet appointments, influencer program with NYC/national social influencers)
- Focus of the event and media/influencer interactions will be Zürich's culinary scene with content specific to food, beverage, chefs, restaurants, etc.
- Culinary-focused social media influencer program including a mailer and trip giveaway

**program objectives**

- Increase awareness of Zürich among top tier, national U.S. media, putting the destination in their consideration set for editorial coverage with the goal of future stories on Zürich as a result of the media event and appointments
- Drive social media awareness and engagement by social media influencers to share their Zürich experience online
- Reach new audiences who may not be familiar with travel to Zürich
- Generate rich content via influencer blog posts and social media content to drive awareness of Zurich's culinary offerings and social engagement
- Generate lasting, high-quality photo and video content to be used in other marketing channels

**overview of initiatives**

**media event**

- Secure a trendy event space that appeals to media and also serves as a test kitchen for attendees. Initial suggestions of spaces that have gotten media and consumer attention lately include Brooklyn Fare, Little Owl, Gary's Lofts, Bouley

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Test Kitchen or Bouley Botanical, NoMad Hotel, The Penthouse at Hotel on Rivington. Sous chefs and servers will be provided by the venue.

- Format the event into the following interactive demonstrations/classes:
  - Cooking demonstration/class for the entrée and desert portion of the event with a local Zürich chef who can talk more to the cuisine and local ingredients found in the destination as well as the general culinary scene.
- Specialty cocktails and local beer and wine to be served throughout the event
- Invite a broad cross-section of media/freelancers/bloggers/influencers who focus on travel, culinary and lifestyle stories. Target number of media at the event will be anywhere from 15 - 30 top tier journalist, depending on the size of the venue secured.
  - Welcome remarks would be delivered by Zürich Tourism and chefs would play a large role in the event throughout the interactive sessions.
  - Private interviews with chefs would be facilitated by the PR team as needed/requested as well as any requests to shoot video (for editorial or social media purposes) throughout the event.
  - PR would distribute event gift bags with more information on the destination and handle all media and influencer follow up.
  - Select New York-based influencers who are invited to the media dinner will be required to share content live from the event.
- Dates of the event will be either June 6 or 7, 2017 depending on venue availability.

**media & influencer appointments**

- NJF will schedule one-on-one meetings for Zürich with key media and influencers, helping to establish a relationship and secure real time editorial consideration. Target number of media appointments will be 5-10 and target number of influencer appointments will be 5-10.
- NJF will identify and coordinate test kitchen and Facebook Live opportunities to showcase Zürich chefs to relevant NYC culinary media. Beyond informational education and samples, the agency would enlist the chefs to provide office/studio cooking sessions and tastings for the editors directly.
- Target media would include: The Daily Meal, Food & Wine, Saveur, Bon Appetit, among other culinary and lifestyle focused media outlets
- Dates for appointments will be June 5-9, 2017.

**culinary influencer program**

To bring awareness to the culinary experiences experience Zürich has to offer, NJF will develop a culinary influencer/ digital ambassador program. NJF will identify, engage, and invite 10-15 culinary influencers to participate in a program to drive inspiration and awareness of all the ways you explore Zürich through food & beverage when planning travel. The influencer who produces the most creative and engaging content will also receive a complimentary trip to Zürich to explore their culinary offerings first hand.

- NJF will work with partners to develop a curated culinary-themed box to be mailed to 25 -30 influencers to entice organic engagement. Furthermore, NJF will invite 10-15 influencers from the initial outreach to act as Zurich Social



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Ambassadors for a three week period during which, they will be contracted to create branded content.

- Influencers will be incentivized to be creative, with the most creative influencer post will receive a trip to Zurich to enjoy the culinary expedition! Recipient of the trip will be asked to share additional content throughout the duration of their visit.
- NJF will develop a targeted list of nationally recognized foodies, culinary bloggers, and cocktail influencers to send the custom boxes. Each box will contain instructions of how to participate and engage with Zürich.
- To guarantee coverage and branded promotion content delivery to our target audiences, NJF will source and contract between 10-15 influencers to recreate traditional Zürich dishes and share the recipes on their blog and social channels. The selected influencers will serve as digital ambassador for a 3-week period.
- The final list of attendees and participants is subject to approval.
- Influencers selected to serve as ambassadors will need to meet certain requirements including having an audience in alignment with our markets, a determined number of social followers, high quality photography and a blog or vlog component to their brand.
- Each influencer will receive the curate culinary-themed box and several recipes inspired by a notorious Zürich dishes and drinks. Zürich Tourism will provide final approval on all the products, recipes and instructions before the box is sent.
- Influencers will be required to share their recreations via Instagram, Facebook, Twitter, YouTube and/or their websites. They will be required to create:
    - One (1) :05 -:60 second video for promotion on their social channels
    - One (1) blog post
    - Three (3) Instagram posts and two (2) Facebook posts
    - Each influencer will be required to takeover the Zürich Instagram account, through Instagram Stories, for 1-day sharing photos videos of their culinary creations.

**program details**

- Zürich Tourism will receive a target list of media who will be invited to the media event as well as offered an individual appointment with zurich tourism officials. Please note that additions may need to be made to the invite list based on media response as we can't confirm which media will be able to attend. In addition to media who work on staff at specific media outlets, top tier freelancers will be invited as they are valuable assets and contribute to multiple media outlets.
- The final list of attendees and participants is subject to approval.
- Zürich Tourism will receive a detailed report of the media event, media & influencer appointments and culinary influencer program including media clipping and summary/compilation of all social media activities following the end of the campaign.

**estimate**

| | |
|---|---|
| Media Event | $30,000 |



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| Media Event Contingency (only to be used if needed, see note below) | $5,000 |
| Media & Influencer Appointments | $5,000 |
| Culinary Influencer Program | $20,000 |

**Above costs include NJF's agency fee as well as expenses related to each initiative (event venue, food & beverage, kitchen assistance of sous chefs and servers, influencer fees, etc.)*

**Given the cost of event venue spaces in NYC, a $5,000 contingency is needed. NJF will work to ensure venues are within or as close to budget as possible; however, until conducting site visits we will not know exact special event fees. We do not recommend compromising quality of the event as it relates to the venue as that will impact media and influencer attendance.*

**total** **$60,000**

Additional Declarations

- Any request beyond what is detailed in this scope document will be estimated as an additional cost.
- If the specifications of the project are changed, a new estimate will be provided for approval.
- Any functionality request beyond what is detailed in this scope document will be estimated as an additional cost.
- All items for the influencer mailer will be billed back to the client. Prior to making any purchases NJF will send all items to client to be approved first.
- Upon approval, 100% of the total estimate will be billed to the client
- If the project is canceled before completion, all accrued charges to date will be billed
- In some cases, estimates may vary by +/- 10%.
- All invoices are payable within 30 days of receipt

*Above costs are based on a normal turnaround time upon receiving a signed approval form from client and do not include tax, contingency or shipping. If the specifications of the projects are changed, a new estimate will be provided for approval. If projects are cancelled before completion, all accrued charges to date will be billed. This estimate does not include reimbursables (long distance, overnight shipping, etc), which will be billed separately at a net rate.

Zürich Tourism

*Authorized Signatures*

Martin Sturzenegger, Director and Roland Ottiger, Head of Markets & Business Development

*Print Name and Title*

April 3rd 2017

*Date*

NJF an MMGY Global Company

*Authorized Signatures*

Angela Cavis, VP Public Relations and Chelsea Hover, Director of Social Media

*Print Name and Title*

April 4, 2017

*Date*



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