Received by NSD/FARA Registration Unit 06/26/2019 5:43:07 PM

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
MMGY Global LLC
4601 Madison Avenue
Kansas City, MO 64112

2. Registration No.
6492

3. Name of Foreign Principal
Tahiti Tourisme

4. Principal Address of Foreign Principal
5901 W. Century Blvd, Suite 1120
Los Angeles, CA 90045

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 Branch

b) Name and title of official with whom registrant deals

Kristin Carlson, Managing Director

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.

Received by NSD/FARA Registration Unit 06/26/2019 5:43:07 PM

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
June 26, 2019	Misti Borchers, VP, Director of Accounting Operations	/s/ Misti Borchers eSigned

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

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 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

Tahiti Tourisme

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 counsel, media relations and event planning to promote and raise awareness of Tahiti as a premier destination for North American travelers.

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

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
June 26, 2019	Misti Borchers, VP, Director of Accounting Ops	/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.

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

PUBLIC RELATIONS AGREEMENT
PRESENTED TO
TAHITI TOURISME UNITED STATES

Prepared by

NJF

New York, New York
Kansas City, Missouri
Los Angeles, California
Orlando, Florida
Washington, DC

February 12, 2019

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

AGREEMENT

THIS AGREEMENT is made and entered into as of this 28th day of January 2019 by and between NJF, a Division of MMGY Global, with offices at 360 Lexington Avenue, 10th Floor New York, New York 10016 (hereinafter referred to as "NJF") and Tahiti Tourisme United States (hereinafter referred to as "Client").

WITNESSETH

WHEREAS, Client desires to employ the public relations services available through the NJF; and

WHEREAS, NJF is qualified and willing to render such services;

The parties hereto agree as follows:

I. APPOINTMENT

Client hereby appoints NJF as its public relations services agency of record and authorizes NJF to act as its agent in accord with the terms stipulated in this Agreement. This appointment becomes effective January 28, 2019 and upon receipt of the Initial Payment by NJF, and shall remain in full force and effect for one year or until terminated pursuant to Paragraph XIII.

II. SCOPE OF SERVICES

NJF shall perform the public relations services on behalf of Client pursuant to this Agreement as detailed in ADDENDUM A.

NJF and Client agree to review and revise the scope of services annually. Any revisions to the scope of services may necessitate a revision in NJF compensation.

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

III. NJF COMPENSATION

Client agrees to pay NJF for the services set forth in the Scope of Services (paragraph II and Addendum A) per the terms specified in Addendum B.

NJF and Client agree to review and revise NJF's compensation annually in conjunction with the annual review of Scope of Services.

IV. MATERIALS, SERVICES AND APPROVALS

Client shall provide NJF with written approval of all press releases, copy, publicity materials and related program materials prior to their production, broadcast and/or issuance. These approvals shall be provided by Client in writing, and in a timely manner, via mail (either traditional or electronic) or facsimile.

Client may modify, reject, cancel, or stop any and all plans, schedules, or work in progress at any time by delivering written notice to NJF. In this event, however, Client will retain sole liability for all commitments made by NJF prior to such action, and reimburse NJF for all of NJF's charges and expenses for work begun with Client approval.

V. OWNERSHIP OF MATERIALS

All completed materials created and/or produced by NJF and accepted by Client shall become the property of Client upon receipt by NJF of payment in full for all services rendered by NJF pursuant to this Agreement.

NJF acknowledges that Client is the sole and exclusive owner of Client's intellectual property, including without limitation, trademarks, service marks, trade names and logos

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

(collectively, the "Client Marks"). NJF agrees that it will not make any use of the Marks without Client's prior written consent. NJF further agrees and acknowledges that it shall not acquire any interest in the Marks or the goodwill associated with the Marks by virtue of this Agreement or NJF's use of the Marks. Client hereby reserves all such rights not specifically granted hereunder.

Client acknowledges that NJF is the sole and exclusive owner of NJF's intellectual property, including without limitation, trademarks, service marks, trade names and logos (collectively, the "NJF Marks"). Client agrees that it will not make any use of the Marks without NJF's prior written consent. Client further agrees and acknowledges that it shall not acquire any interest in the Marks or the goodwill associated with the Marks by virtue of this Agreement or Client's use of the Marks. NJF hereby reserves all such rights not specifically granted hereunder.

VI. GENERAL TERMS

Any invoice for which NJF has not received payment by the specified due date (60 days from the date of invoicing) shall be considered delinquent and shall be subject to an additional service charge computed at the rate of one and one-half percent (1.5%) per month. This provision shall not apply to invoiced amounts that Client has reasonable grounds to question, assuming such questions are submitted in writing by Client to NJF within ten (10) days of receipt of the appropriate invoice. Should delinquent invoices remain unpaid by Client 60 days past the due date, NJF reserves the right to immediately suspend all marketing services on behalf of the Client until such time as payment is received.

Client agrees to hold NJF harmless for the failure of suppliers to properly execute their commitments. Client further agrees

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

to indemnify and hold harmless NJF against any and all claims for loss, liability or damages arising out of, or in connection with, work done or to be performed by NJF for and on behalf of Client, including the cost of defending any legal action that may be brought or threatened against NJF arising out of the use of any public relations or promotional materials furnished or approved by Client. Client further agrees to indemnify and hold harmless NJF from any and all claims, judgments or costs, including reasonable attorney's fees, that NJF may incur by reason of defending any claim or legal action in which NJF may become involved by reason of any contractual action taken on behalf of Client.

NJF agrees to indemnify and hold Client harmless against any and all claims for loss, liability or damages arising out of the use of any materials furnished by NJF without prior approval by Client. NJF further agrees to indemnify and hold harmless Client from any and all claims, judgments or costs, including reasonable attorney's fees, that Client may incur by reason of defending any claim or legal action in which Client may become involved by reason of any contractual action taken by NJF.

Client agrees to promptly reimburse NJF for any sales taxes NJF may be required to pay by law for performing services and/or producing materials on behalf of Client.

Should it become necessary for NJF to institute collection proceedings for any work performed or advertising placed on behalf of Client during the effective dates of this Agreement, or otherwise authorized by Client, Client agrees to pay all costs incurred including reasonable attorney fees.

Client agrees to make payments for all services provided under the terms of this Agreement in United States dollars.

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

VII. EXCLUSION OF CERTAIN DAMAGES

To the fullest extent permitted by law, notwithstanding any other provisions of this Agreement, NJF shall not be liable to Client or anyone claiming by, through, or under Client for any special, incidental, indirect, or consequential damages whatsoever arising out of, resulting from, or in any manner related to services provided to Client by NJF or this Agreement from any cause or causes, including, but not limited to, any such damages caused by the negligence, errors or omissions, strict liability or breach of contract, or breach of any express or implied warranty, including, but not limited to, losses of profits, income, revenue, use, financing, business or reputation and losses of management or employee productivity or the services of such persons.

VIII. DAMAGE LIMITATIONS

Notwithstanding any other provisions of this Agreement, and to the fullest permitted by law, the total liability, in the aggregate of NJF to Client and anyone claiming by, through, or under Client for any and all claims, losses, costs or damages whatsoever, arising out of, resulting from, or in any manner relating to Services provided to Client by NJF or this Agreement for which NJF is responsible from any cause or causes, including but not limited to the negligence, errors or omissions, strict liability or breach of contract, or express or implied warranty of NJF shall not exceed the total compensation received by NJF under this Agreement for the applicable Work Product which is the subject of Client's claim.

IX. COMPLIANCE WITH EMPLOYMENT LAWS; NON-DISCRIMINATION

NJF shall use its best efforts to comply with all federal, state and local laws and regulations which may be applicable to NJF

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

as an employer of labor during the term of this agreement. Client and NJF each agree to use their best efforts to comply with all applicable laws and executive orders relating to equal opportunity and non-discrimination in employment. Each party agrees to indemnify the other for any loss or damage resulting from a breach by the other party of its obligations under this paragraph.

X. RESERVATION AS TO DUTIES

NJF expressly reserves the right to refuse to undertake any campaign, prepare any advertising material or publicity or cause the publication or broadcast of any advertisement or article which, in NJF's judgment, would be misleading, indecent, libelous, unlawful, or otherwise prejudicial to Client's or NJF's interest. Nothing in this Agreement shall be construed as committing NJF to violate any lawful contractual commitments to media.

XI. CONFIDENTIAL INFORMATION

Any document provided to NJF by Client and designated in writing as containing confidential, proprietary or privileged information will not be disclosed to any third party, unless required by law, court order, or relevant regulation.

NJF shall not be responsible for the loss or destruction of any materials provided by the Client, or the inadvertent disclosure of confidential information, unless such loss, destruction, or disclosure is caused by NJF's negligence. In such an event, NJF shall not be responsible for an amount in excess of the aggregate amount of all fees paid to NJF for services performed pursuant to this Agreement.

XII. EMPLOYMENT OF NJF PERSONNEL

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

During the term of this Agreement and for a period of one (1) year following its termination, Client agrees not to hire any employee of NJF and NJF agrees not to hire any employee of Client.

XIII. TERMINATION

Either party hereto may terminate this agreement by giving ninety (90) days prior written notice thereof by certified mail or registered mail to the other party.

Notification of termination shall be delivered by registered mail as follows:

- If to NJF:

Julie Freeman
EVP & Managing Director
MMGY Global, LLC
360 Lexington Avenue, 10th Floor
New York, New York 10017

- If to Client:

Kristin Carlson
Managing Director
Tahiti Tourisme United States
5901 W. Century Blvd., Suite 1120
Los Angeles, CA 90045

NJF's rights, duties and responsibilities as set forth in this Agreement will continue in full force and effect during any notice period and will include, but not necessarily be limited to, the creation and production of advertising and the negotiation and placement of media insertion orders whose closing or cancellation dates fall within the notice period.

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

XIV. TRANSFER OF OWNERSHIP

Upon the termination of this Agreement and upon receipt by NJF of all amounts to which it is entitled from Client pursuant to this Agreement, NJF shall transfer, assign and make available to Client, or Client's representative, all property and materials in NJF's possession or control belonging to Client.

NJF shall also cooperate in transferring, with approval of authorized third parties, all reservations, contracts and arrangements with advertising media, or others, for advertising space or materials yet to be used and all related rights and claims, upon being duly released from such obligations.

Client shall own all rights to any materials which are produced in finished form prior to the effective termination of this Agreement. NJF shall proceed promptly to complete production of any such materials during the notice period. However, at termination, any concepts, sketches, mock-ups or other manifestations Client has not authorized NJF to produce shall remain the exclusive property of NJF, and Client shall be deemed to have released and assigned to NJF any copyright or other rights relating to such materials.

XV. ONLY AGREEMENT AND AMENDMENTS TO AGREEMENT

This Agreement shall supersede any prior Agreements between the parties, whether oral or written, and shall constitute the only Agreement between the parties. Any amendments or modifications to this Agreement shall be invalid unless made in writing and executed by the parties to this Agreement or authorized representatives thereof.

XVI. JURISDICTION AND VENUE

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

If either party has any dispute directly or indirectly arising out of or relating to either party's performance pursuant to this Agreement, it shall be subject to the exclusive venue and jurisdiction of the courts situated in New York, New York. The prevailing party in any such dispute shall be entitled to recover its reasonable attorney's fees and costs from the non-prevailing party, whether as claimant or counter-claimant.

XVII. CHOICE OF LAW

This Agreement shall be construed in accordance with and governed by the laws of the State of New York as if fully executed therein.

IN WITNESS WHEREOF, the parties hereto have set their hands by their duly authorized agents on this 28th day of January 2019.

Kristin Carlson, Managing Director, Tahiti Tourisme United States

Julie Freeman, EVP & Managing Director, MMGY Global, LLC

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

ADDENDUM A – SCOPE OF SERVICES

Public Relations

Objectives:

- Keep The Islands of Tahiti a top-of-mind choice for new and repeat visitors in target markets
- Spotlight the incredible array of authentic, active and adventurous immersive experiences unique to the destination
- Build awareness for The Islands of Tahiti as an attainable option for a range of budgets
- Create a sustainable news cycle through creative partnerships and collaborations with likeminded brands
- Generate steady coverage in broadcast, print and digital media

Develop and implement a comprehensive public relations program with activities including:

News Desk Functions:

- Ongoing strategic counsel and creative ideation
- Ongoing proactive media relations/outreach to U.S. consumer and trade national and/or regional press to secure coverage on a variety of topics which may include openings, destination announcements, news and product offerings, deals/promotions, special events, partnerships, executive profiles;
- Maintaining a continually updated and relevant targeted media database for Client including top-level consumer, national, regional, niche, and travel trade outlets in U.S. The agency's in-house database will be supported via subscription to Cision, an online media database tool.
- Acting as an information point for Client for U.S. press and non-paid digital influencers.

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

- Monitoring industry and media trends to leverage for Client
- Drafting and/or editing, and distributing customized pitches and/or press releases highlighting Client news, products and initiatives, one (1) to two (2) per month
- Developing and updating background materials and fact sheets
- Pitching Client story ideas to match media profiles and news trends
- Reactive media engagement to fulfill media requests
- Seeking and securing interview opportunities for Client executives
- Arranging NYC market media tour
- Reviewing media calendars/deadlines to secure short/long lead publications
- Promotion of newsworthy packages/deals
- Identification of strategic media and brand partnerships and promotions (extra fees may apply for execution pending scope of work necessary to implement)
- Collaboration with industry partners (i.e. hotels, airlines, tour operators) to support press visits and other PR initiatives as needed
- Supporting sales/marketing initiatives including desksides during in-market meetings
- Managing crisis communications as required

Press Trips:

- Coordination of select individual press trips per year on an ad-hoc basis for U.S. journalists, subject to Client's prior approval
- Organization and escorting of 1 (one) group press trip of between four (4) and six (6) qualified journalists to experience Client first-hand in order to facilitate the generation of positive news articles and stories
- Work closely with Client on crafting customized itineraries to suit individual story needs in order to optimize opportunities for coverage

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

- Conduct follow up post trips to monitor story placements; share resulting articles or stories arising with Client

Reporting:

- Holding a set bi-weekly call to discuss and report on, amongst other items, activity progress, status, issues, and upcoming priorities
- Compilation of media coverage/creation of monthly activity and clipping reports

Special Events, Select Press Trips, Influencer Programs: All Agency time and expenses related to planning and/or hosting special events (i.e. large scale consumer activations, partnerships/sponsorships, media/industry events, in-market press parties, etc.) will be estimated separately and billed incrementally per ADDENDUM B. In some cases where the scope of work/budget does not permit ongoing Press Trips, these trips may be scoped and budgeted separately.

Paid Influencer Programs are also scoped separately by NJF's Social Media team.

Additional marketing services not mentioned in this Scope of Services shall be estimated and performed upon the written authorization by the Client.

ADDENDUM B – AGENCY COMPENSATION

Public Relations Fee

Client agrees to pay Agency a public relations program fee in the amount of $9,300 monthly for Agency staff time devoted to development and implementation of the public relations plan. This fee shall be due and payable on the first day of each month beginning February 1, 2019.

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

NJF
AN MMGY GLOBAL COMPANY

Additional staff time exceeding the agreed upon scope of work will be billed at the blended rate of $175 per hour. The Client's designated representative will first be consulted for approval prior to incurring staff hours in excess of approved retainer.

Administrative/Operating Expenses

Client agrees to cover Administrative & Operating expenses billed at the end of each month for such items including long distance telephone charges, duplication charges and ordinary postage.

Operational costs include your pro-rated, cooperative share for specialized services NJF uses daily on your behalf. These include technical tools like Cision, Agency's online media database, Emfluence, our distribution service; magazines, newspapers that are part of the media outreach, publicity lead publications such as ProfNet and other various editorial notification services the agency uses to research client-specific news outlets for placement of news about you.

Press Trips, Media Tours, Special Events and Other Expenses

All program expenses/costs related to the following services on behalf of Client shall be estimated and authorized in advance:

- Agency travel to client meetings/events/press trips/trade shows
- Agency travel and expenses for conducting media tours/one-on-one media briefings
- Journalist travel expenses for press trips
- Media monitoring/clipping service, if requested by Client
- Wire service distribution of press releases (PR Newswire, BusinessWire)
- Satellite media tours/radio media tours

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM

- Other Client-approved program/third-party vendor expenses
- Implementation of events or program activations, property openings, etc.

All such program expenses over $250 must be approved in advance in writing by Client and will be billed at the end of each month.

Additional Agency Services

Any additional Agency services shall be estimated and billed on a project basis.

Shipping Costs

All shipping, express package or express mail charges incurred by Agency on behalf of the Client shall be billed to Client at cost.

Transportation, Lodging & Travel Expenses

Client agrees to reimburse Agency for all pre-approved transportation, lodging and travel expenses incurred by members of Agency's staff while traveling to perform on behalf of Client.

Initial Payment

An "Initial Payment" is required upon execution of this Agreement, after which the Agency will begin work. The Initial Payment required shall be $9,300 which will be applied to the marketing services fee to compensate the Agency for the first month of the Agreement.

Agency Initial

Client Initial

Received by NSD/FARA Registration Unit 06/26/2019 5:42:59 PM