Received by NSD/FARA Registration Unit 06/30/2021 5:10:01 PM

ZENO

For Zeno Use Only
Client No.:
Contract No.:

Aruba Tourism Authority and Zeno Group, Inc.
STATEMENT OF WORK
PROJECT NAME: ATA x ZENO PAID SOCIAL
July 1, 2021 – December 31, 2021

Pursuant to the Agreement by and between the Aruba Tourism Authority ("Client") and Zeno Group, Inc. ("Zeno") dated January 1, 2019, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES

Overview

This Scope of Work is made a part of the Client Services Agreement dated January 1, 2019 (the Agreement"), by and between Zeno Group, Inc. ("Agency") and the Aruba Tourism Authority ("Client"). Any capitalized terms used herein shall have the meaning set forth in the Agreement. To the extent that the provisions of this Scope of Work conflict with those of the Agreement, the provisions of the Scope of Work shall control.

Deliverables

ACTIVITY
Paid Social Support of Influencer Content
Campaign Set Up • Develop an advertising strategy to reach our target audiences by extending the reach of influencer posts using paid Facebook and Instagram campaigns • Contract directly with influencers and execute paid ad buys on Facebook/Instagram **Campaign Execution** • Development of ad copy up to 2x per campaign • Refinement of creative up to 2x per campaign • Modification of influencer posts to suit paid medium (e.g. Facebook ad guidelines) • Developing ad cadence and content calendar for each campaign • Ad posting based on approved content calendar **Reporting / Monitoring** • Provide one (1) post-campaign report in December 2021 recapping six-month results

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increases the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

BUDGET

Received by NSD/FARA Registration Unit 06/30/2021 5:10:01 PM

Received by NSD/FARA Registration Unit 06/30/2021 5:10:01 PM

Professional Fees Estimated Out of Pocket Expenses	To Come from Pre-Existing Retainer **$63,000.00**
Total Retainer SOW:	**$63,000.00**

Zeno shall only request approval from Client per initiative or individual out-of-pocket expenses exceeding $1,000. Client authorizes Zeno to bill up to ten percent (10%) over the estimated expense amounts over $1,000 without seeking further approval.

TERMS

Expense Billing. Zeno will prebill Client a one-time amount of $63,000 upon signature. Agency shall not exceed the total budget amount unless approved in writing, it being understood that amounts may be shifted between fees and expenses, so long as the total budget is not exceeded.

Invoices. Zeno will render invoices based on the billing schedule above. For pre-billed out-of-pocket expenses, documentation for expenses will be provided within 60 days of reconciliation after the quarter close. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name: Company Name: Address:	Sjeidy Feliciano Aruba Tourism Authority L.G. Smith Blvd 8, Oranjestad, Aruba

Purchase Order. The client Purchase Order number is not required.

ACCEPTED AND AGREED TO ON THIS 1 DAY OF JULY 2021.

ARUBA TOURISM AUTHORITY

By: S Feliciano

Printed Name: Sjeidy Feliciano

Title: Communications Manager

ZENO GROUP, INC.

By: _____

Printed Name: Mila Ortiz

Title: VP

Received by NSD/FARA Registration Unit 06/30/2021 5:10:01 PM

Received by NSD/FARA Registration Unit 06/30/2021 5:10:01 PM

ZENO
A DANIEL J EDELMAN COMPANY

ZENO AUTHORIZATION TO BUY FORM

Client/Advertiser:	Aruba Tourism Authority	**Date Submitted:**	6/23/2021
ZENO Contact(s):	Katie Rie Francesca Vando Lauren McGuire Michael Love	**Telephone:**	
ZENO Proj. #:		**Email:**	Katie.Rie@zenogroup.com Francesca.Vando@zenogroup.com Lauren.McGuire@Zenogroup.com Michael.Love@Zenogroup.com

Pursuant to the agreement dated December 18, 2014 ("Agreement") by and between Client and ZENO Group, Client hereby authorizes ZENO to act on its behalf in the purchase of media for advertising/public relations purposes as set forth below or in the attached SOW ("Media"). Upon the execution of this Authorization to Buy Form, Client further authorizes ZENO to enter into an insertion order or other agreement for the Media purchase with a media company ("IO"). Client understands that the terms of an IO may conflict with the terms of its Agreement with ZENO; Client may be responsible for charges associated with the cancellation or alteration of the Media purchase; and ZENO is not responsible for any acts or omissions of the media company.

Client understands and agrees that it will be solely responsible for payment for the Media. For all Media purchased by ZENO on Client's behalf, Client agrees that ZENO shall be held solely liable for payments only to the extent that proceeds have cleared from Client to ZENO for such Media purchase; otherwise, Client shall be solely liable to all third parties for the purchase of the Media, and shall indemnify ZENO from and against any claims brought by the media company for payment for any Media.

The terms and conditions contained in this Authorization to Buy Form shall control and govern the Media purchase hereunder and to the extent any terms and conditions in this Authorization Buy Form conflict with those of the Agreement and/or SOW, this Authorization Buy Form shall control and govern with respect to this Media purchase.

The parties agree to the following Media purchase:

Channel	Dates	Total Cost
Facebook/Instagram	***7/1/21-12/31/21***	***$60,000***
Lumanu	***7/1/21-12/31/21***	***$3,000***
		$63,000

ACCEPTED AND AGREED TO ON THIS ___ DAY OF _____, 20__.

Aruba Tourism Authority

By: Sfeliciano

Printed Name: Sjeidy Feliciano

Title: Communications Manager

ZENO Group

By:

Printed Name: Mila Ortiz

Title: VP

Received by NSD/FARA Registration Unit 06/30/2021 5:10:01 PM