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OMB No. 1124-0004; Expires October 31, 2026

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 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
Brunswick Group LLC	6826

3. Name of Foreign Principal

University College London

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, and the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 07/03/2025

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

Brunswick and University College London have agreed to a six-month contract extension for communications support aimed at raising the profile of East Bank with key stakeholders and audiences both nationally and internationally. Brunswick will continue to provide East Bank partners and directors with strategic advice, including a communications plan.

The contract extension covers the period of July 1, 2025 through December 31, 2025.

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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.

Brunswick has been engaged by University College London to provide communications support aimed at raising the profile of East Bank with key stakeholders and audiences both nationally and internationally.
Brunswick will provide East Bank partners and directors with strategic advice, including a communications plan.

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.

Preparation of informational materials, including press kits, emails and conversations with certain members of the press, in order to support East Bank and the partner institutions within the development. This may include outreach to the U.S. media.

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, including political activities, for this foreign principal?

Yes ☐ No ☐ N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

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

Date	Contact	Method	Purpose

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12. During the period beginning 60 days prior to the obligation to register[3] to the date of registration for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☐ N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value

13. During the period beginning 60 days prior to the obligation to register[4] to the date of registration for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes ☐ No ☐ N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

If yes, set forth below in the required detail an account of such monies or things of value.

Date	Recipient	Purpose	Amount/Thing of Value

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name		Signature
07/11/2025	Kavitha Reddy	Sign	/s/Kavitha Reddy
		Sign	
		Sign	
		Sign	

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Date	Printed Name	Signature
7/10/2025	Kavitha Reddy	Kavitha Reddy

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BRUNSWICK

Jane Boiger
Head of Communications
University College London | UCL East Campus
UCL East, Marshgate, Queen Elizabeth Olympic Park
E20 2AE

24 June 2025

Dear Jane,

LETTER OF AMENDMENT – East Bank: Communications and Strategy

Services

Brunswick will continue to provide East Bank partners and director with strategic advice and will continue to work proactively to deliver media relations for the collaboration across the period of the contract. The Services shall include the following:

- Overarching communications plan, acknowledging partners individual activity, with media targets for East Bank as a whole
- Implementation of plan, positioning East Bank as a destination on QEOP, highlighting its role in the success of the Olympic Legacy, and communicating its scale, impact to date, public offer and ambition for the future
- Liaise with partners and key stakeholders to ensure communications is streamlined, and avoid clashes
- Ongoing advisory for East Bank director, with recommendations for media activity and networking

The Services are more fully described in Schedule A of this Engagement Letter. Where Services are not specifically included in this Engagement Letter then these are deemed to be excluded

In accordance with the Terms and Conditions agreed by Brunswick and UCL, enclosed in Engagement Letter No.1 dated with effect from 1st July 2024 ("Engagement Letter") this Amendment Letter shall amend the Engagement Letter as detailed in Schedule A herein.

The terms set forth in the Engagement Letter shall remain in force subject to any amendments contained in this Amendment. Except as to the extent modified within Schedule A herein, the Agreement shall remain in full force and effect.

In the event of a conflict between the terms set out in this Amendment and the Engagement Letter, this Amendment shall take precedence. Please confirm your acceptance of this Amendment by countersigning and returning a copy of this enclosed letter to us by email as soon as reasonably practicable.

We look forward to continuing our support for East Bank.

Yours sincerely

Partner
Brunswick Arts

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We hereby agree to the terms of this letter

For and on behalf of East Bank

Signature: .....

Name: JANE BOLGER

Title: DEP HEAD COMMUNICATIONS, UCL

Date: 3 July 2025

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Schedule A

Amendment Number	No. 1
Engagement Letter Number	No. 2
Client	UCL East, on behalf of East Bank
Brunswick	Brunswick Group Advisory Limited
Commencement Date	1st July 2025
Term	6 months
Fees	**Total: £33,000** (ex VAT and disbursements) To be invoiced upon signature. 1. £28,000 to be invoiced to the Client, commencing on 1st July 2025 2. Invoicing to London Legacy Development Corporation (LLDC) - £5,000 will be invoiced to LLDC - The client will ensure that LLDC pays the £5,000 in accordance with the Client's payment terms. All invoices are due and payable 30 days from the date of invoice
Description of Services	Working with East Bank Partners: ▪ Each East Bank partner remains responsible for their own PR work and publicity – for their programme, and for key milestones. ▪ Brunswick will work to ensure that each of these partner-led campaigns is bolstered and complemented by well-planned coverage that tells the overall story of East Bank – both as an established, creative collaboration between major institutions and as a new public destination within Queen Elizabeth Olympic Park. ▪ Ensure the partners have the support and messaging that they need to position East Bank consistently and prominently in the campaigns that they lead. ▪ With the support of the East Bank partners, work closely with the Park's team to help facilitate an appropriate presence for East Bank's within QEOP content. ▪ Work with the group to manage risk and to advise on the optimum timing of coverage to maintain positive sentiment towards East Bank. Deliverables: ▪ Overarching PR plan and activation that targets agreed categories of media, and highlights the moments & events to engage press – coordinated so that coverage resulting from this work avoids conflict with the PR plans of each partner. ▪ Timeline of East Bank activity – rolling document ▪ Reporting on media outreach, leads and feedback ▪ Attendance at all key partner meetings, including the 'core group' of senior communicators and the marketing and communications working group. ▪ East Bank media toolkit/press pack – ensuring this is updated monthly, with relevant case studies, spokespeople, messaging etc.

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