



Hill+Knowlton
Strategies

STATEMENT OF WORK No. 5 Extension

This Statement of Work (“SOW”) is entered into between Hill and Knowlton Strategies, LLC d/b/a Hill+Knowlton Strategies (“H+K”) and Tadawul (“Client”) pursuant to that certain agreement entered into between the Parties (the “Agreement”). Solely to the extent that the terms of this SOW conflict with any of the terms of the Agreement, and this SOW explicitly states that it intends to modify the conflicting terms, this SOW supersedes the Agreement. Otherwise, this SOW is governed by and subject to all terms of the Agreement.

1. Description of Project Services:

H+K International team to provide support for all Tadawul communications that include an international audience. All of the below items will be in English only, unless otherwise noted.

- Message Refinement / talking points
- Creation of speaking and interview briefing packs
- Media Training & Message Coaching
- Creation and refinement of press release and media alerts
- Creation of rollout plans tied to specific announcements
- Support all tier one pro-active and reactive media relations
 - Interview specifics
 - Fact checking
 - Creation of reactive statements
- Opportunistic Media Meetings – Leveraging Executive Travel
- Research and support speaking and conference attendance opportunities for Khalid Al Hussan and Sarah Al Suhaimi
 - Draft speeches/remarks/Q&As
- Tier one global, US and UK and GCC English speaking media - Media Relations support/pitching/monitoring interviews
- Arabic media in KSA and elsewhere - Media Relations support and briefing materials (Tadawul will take the lead on media outreach with support from H+K)
- Monitoring in social media and traditional coverage only around announcements, speaking opportunities and specific interviews scheduled by H+K
- Weekly call, maintain dashboard and Tadawul master media list
- Local Arabic media support – monitoring interviews on the telephone and at events held at the Tadawul, as needed
- Local Arabic support to prepare interview briefing documents
- Local Arabic support to monitor for traditional and social media only around announcements, speaking opportunities and specific interviews scheduled by H+K
- Monthly report

2. Start Date: 1 September 2019

3. Expected Completion Date: 30 September 2019

4. Fees and Payment Terms:

Client shall pay a project fee of \$30,000 USD.

A 5% VAT will be added to all monthly fees.

This budget does not include out of pockets expenses, such as PRNewswire or travel.

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Received by NSD/FARA Registration Unit 08/29/2019 11:46:52 AM

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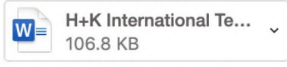
FW: H+K International Team Tadawul SOW #5 Extension September 2019.docx



Amy Rosenberg
Jeff Marcus; Steven Price; Jan Curiel; **US Legal**; Piper Weinkauff; Peter Poulos

Thursday, August 29, 2019 at 7:14 AM

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You replied to this message on 8/29/19, 9:37 AM.

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-----Original Message-----

From: Mohammed I. Al Abdullah <mohammed.abdullah@tadawul.com.sa>
Sent: Thursday, August 29, 2019 9:37 AM
To: Peter Poulos <Peter.Poulos@hkstrategies.com>
Cc: Amy Rosenberg <Amy.Rosenberg@hkstrategies.com>; Assem Alalim <assem.alim@tadawul.com.sa>
Subject: RE: H+K International Team Tadawul SOW #5 Extension September 2019.docx

Approved. PR will be raised accordingly.

-----Original Message-----

From: Peter Poulos <Peter.Poulos@hkstrategies.com>
Sent: Wednesday, August 28, 2019 1:34 AM
To: Mohammed I. Al Abdullah <mohammed.abdullah@tadawul.com.sa>
Cc: Amy Rosenberg <Amy.Rosenberg@hkstrategies.com>
Subject: H+K International Team Tadawul SOW #5 Extension September 2019.docx

Dear Mohammed,

As discussed on the weekly call, attached is the SOW#5 extension for the month of September (September 1 - September 30) and the unchanged monthly project fee of \$30,000 USD. A 5% VAT will be added to all monthly fees. This budget does not include out of pockets expenses, such as PRNewswire or travel.

Let us know if you have any questions. Please indicate your approval of the SOW#5 extension by reply email.

Thanks and regards,
Peter