

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 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 in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 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 Hill and Knowlton Strategies, LLC | 2. Registration Number 3301 |
|--|--------------------------------|

3. Primary Address of Registrant
 1801 K Street, 9th Floor, Washington, DC 20006

| | |
|--|---|
| 4. Name of Foreign Principal V.S. VisitSweden AB (VisitSweden) through Hill+Knowlton Strategies Stockholm | 5. Address of Foreign Principal Slussplan 9 Stockholm SWEDEN SE-111 30 |
|--|---|

6. Country/Region Represented
 SWEDEN

7. Indicate whether the foreign principal is one of the following:

Government of a foreign country¹

Foreign political party

Foreign or domestic organization: If either, check one of the following:

| | |
|--------------------------------------|---|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (<i>specify</i>) _____ |

Individual-State nationality _____

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

a) Branch or agency represented by the registrant
 Ministry of Enterprise and Innovation

b) Name and title of official(s) with whom registrant engages
 Helena Salomonson, Senior Project Manager

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.

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

- a) Name and title of official(s) with whom registrant engages

- b) Aim, mission or objective of foreign political party

10. 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 <input type="checkbox"/> | No <input type="checkbox"/> |
| Owned by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Directed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Financed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

11. Explain fully all items answered "Yes" in Item 10(b).

12. 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, 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.

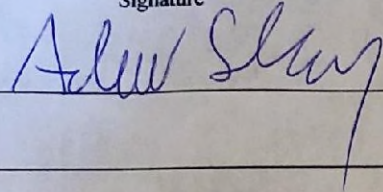
Date

Printed Name

Signature

12/11/23

Andrew Scharf



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 in print and 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

Hill and Knowlton Strategies, LLC

2. Registration Number

3301

3. Name of Foreign Principal

V.S. VisitSweden AB (VisitSweden) through Hill+Knowlton Strategies Stockholm

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. What is the date of the contract or agreement with the foreign principal? 11/21/2023
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Registrant's work for VisitSweden is through Hill & Knowlton Sweden AB in Stockholm Sweden, and not directly with VisitSweden. As such, there is no formal agreement between Registrant and VisitSweden. However, the agreed upon terms and conditions of the engagement between Registrant and Hill & Knowlton Sweden AB on behalf of VisitSweden are reflected in the attached Statement of Work (the "SOW").

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

Hill & Knowlton Sweden AB has been engaged by VisitSweden to support VisitSweden's Luxury of a Different Nature campaign. Hill & Knowlton Sweden AB has engaged Registrant to assist Hill & Knowlton Sweden AB with this support, specific to the communications services outlined in the SOW.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act¹.

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.

Registrant to assist Hill & Knowlton Sweden AB with its support of VisitSweden's Luxury of a Different Nature campaign, specific to the communications services outlined in the SOW.

11. Prior to the date of registration² for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes No

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.

Registrant provided communications services to Hill & Knowlton Sweden AB in its support of VisitSweden's Luxury of a Different Nature campaign, including development of a pitch, media list curation and media outreach.

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

| Date | Contact | Method | Purpose |
|---------------------------|---------|--------|---------|
| See Appendix for Response | | | |

12. During the period beginning 60 days prior to the obligation to register³ 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

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 register⁴ 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

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.

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.

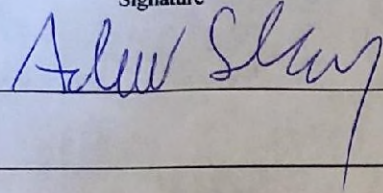
Date

Printed Name

Signature

12/11/23

Andrew Scharf



Appendix

Response to Item 11-Detail

| Date | Contact | Method | Purpose |
|-------------|---|---------------|---|
| 11/21/2023 | amanda.garrity@yahooinc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jasmine.gomez@hearst.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | amanda.finnegan@washpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | hannah.sampson@washpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | nicole.briese@purewow.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | mhalberg@observer.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | https://www.timsohn.com/contact/ | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | ckeyes@outsideinc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | malia_griggs@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jessica_kasparian@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | gina.vaynshteyn@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | kristin.scharkey@hearst.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | claudia.fisher@thearenagroup.net | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | katie.genter@thepointsguy.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | eric@thepointsguy.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | summer.hull@thepointsguy.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | smayerowitz@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | clint.henderson@thepointsguy.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jbiesiada@travelweekly.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | nedenedo@travelweekly.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jjainchill@travelweekly.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |

| Date | Contact | Method | Purpose |
|------------|-------------------------------|--------------|---|
| 11/21/2023 | cjelski@travelweekly.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | megan_spurrell@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | rebecca.misner@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | lale.arikoglu@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jesse_ashlock@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | meaghan.kenny@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | susandyoung@hotmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | ccovey@ntmlc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jruggia@travalliance.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | audrey_lee@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | lmatthews@afar.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | mbaran@afar.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | nekstein@bloomberg.net | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | lily_girma@yahoo.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | meredith@brit.co | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | info@petergreenberg.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | rholly@redventures.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | maureen.ohare@warnermedia.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | mbruno@warnermedia.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | alex.warner@dotdashmdp.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jhyman@dotdashmdp.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | grace.smith@dotdashmdp.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | allisonfaccenda@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | mkaufman@forbes.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | david@wordsofnorway.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |

| Date | Contact | Method | Purpose |
|------------|---------------------------------|--------------|---|
| 11/21/2023 | jfergus@fodors.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | steve@outsideinc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | hello@laurenmatison.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jennifersmattson@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | wbfink@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | krellihan@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | avidan_grossman@condenast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | lmurray@hearst.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | sarahmitroff@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | lindsay.holmes@huffpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | lourdes.uribe@huffpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | kristen.aiken@huffpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | caroline.bologna@huffpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | emily.ruane@huffpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | ehochberg@businessinsider.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | lrogers@insidehook.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | ben.buckner@lonelyplanet.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | nina.bradley@nbcuni.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | andrew.kirell@thedailybeast.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jbachman@themessenger.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | mike.cappetta@dotdashmdp.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | stacey@staceyleasca.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | alisonfox31@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | meg@meganschaltegger.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | apakash@dotdashmdp.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |

| Date | Contact | Method | Purpose |
|------------|------------------------------------|--------------|---|
| 11/21/2023 | vsreeharsha@miamiherald.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | julia.marzovilla@futurenet.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | anne.farrar@natgeo.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | bscriber@nationalgeographic.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | kcarmichael@nationalgeographic.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | amy.briggs@natgeo.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | stephen.hiltner@nytimes.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jordyn.holman@nytimes.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | goodridge@nytimes.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | ecieslak@dotdashmdp.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | alyssa.brascia@dotdashmdp.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | olivia@purewow.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | pclarke@ntmlc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | laura_james@discovery.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | natalie.compton@washpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | opheli.garcialawler@voxmedia.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | kateloweth@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | woconnor@themessenger.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | nancytrejos@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | andietarlton@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | jrivera@usatoday.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | sforman@a360media.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/21/2023 | mmevans02@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/27/2023 | wineandword@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | caterina.a.andreano@abc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |

| Date | Contact | Method | Purpose |
|------------|---------------------------------|--------------|---|
| 11/30/2023 | csteber86@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | laura@laurabegleybloom.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | david@wordsofnorway.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | joeyskladanywrites@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | jacastrodale@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | pomranz@noapplause.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | rachel@racheldube.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | nicolette.k.baker8@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | abbyemonteil@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | me@mark-ellwood.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | ella.katz@abc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | angeline.bernabe@abc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | caroline.bologna@huffpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | kailyn.brown@latimes.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | stacey@staceyleasca.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | cassandra@morningbrew.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | callie.holtermann@nytimes.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | tacey.rychter@nytimes.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | mhalberg@observer.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | lizzy.rosenberg@peplemag.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | alessandra.foresto@voxmedia.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | vmessina@popsugar.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | laurennharano@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | kenzie.mastroe@sheknows.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | maria@theskimm.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |

| Date | Contact | Method | Purpose |
|------------|----------------------------------|--------------|---|
| 11/30/2023 | megan@theskimm.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | deisen@hotelsmag.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | csedlak@Tripadvisor.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | smartin@Tripadvisor.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | kadaway@Tripadvisor.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | info@timcotroneo.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | jsulima@thrillist.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | opheli.garcialawler@voxmedia.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | Jordan.Greene@nbcuni.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | Sarah.Wesley-Lemire@nbcuni.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | kate.mccarthy@nbcuni.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | ndiller@usatoday.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | jennifer.rogers@washpost.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | klagrave@afar.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | braphe@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | micheleherrmann@gmail.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | allisontibaldi@yahoo.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | ellen.carpenter@ink-global.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | aweissmann@travelweekly.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | rich.braham@abc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | finnm@cbsnews.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | abby.dunkin@cbs.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | chris.stein@paramount.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | grace@wordlikesilver.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |
| 11/30/2023 | lpfalz@ntmlc.com | Direct Email | Media pitch to support Luxury of a different Nature campaign for Visit Sweden |



Hill + Knowlton
Strategies

STATEMENT OF WORK

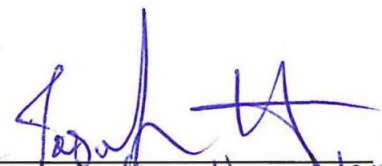
This Statement of Work ("SOW") is entered into between Hill and Knowlton Strategies, LLC d/b/a Hill+Knowlton Strategies ("H+K") and Visit Sweden ("Client") pursuant to that certain agreement entered into between the parties (the "Agreement"). Solely to the extent that the terms of this SOW conflict with 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 Services: H&K to partner with Visit Sweden to drive extended impact around its 'Luxury of a different Nature' campaign, using Black Friday as a news hook. H&K activation includes:
 - Development of Black Friday Pitch
 - Curation of media list of 40+ consumer lifestyle, travel and Black Friday savings reporters
 - Media outreach including initial pitching and ongoing follow ups, including engaging reporters of existing travel stories to add Visit Sweden messaging, expanding media list as needed
2. Start Date: 11.21.23
3. Expected Completion Date: 12.10.23
4. Fees and Payment Terms: Client shall pay a one-time project fee of \$4,000. Payment to be invoiced in full via e-mail to invoice@visitsweden.com to the attention of Josefin Haraldsson/Project: 101410-12

In obtaining third-party materials, services and rights, H+K will act as agent for Client with Client as the disclosed principal. H+K will only be liable for the cost of the goods and services purchased and other obligations on Client's behalf to the extent H+K has been paid by Client. For amounts not paid, Client will be solely liable to the third-party vendor. Further, with respect to production and media expenses, H+K will always be in receipt of payment from Client in time to meet vendor payment due dates.


IN WITNESS WHEREOF, the parties have executed this SOW effective as of the Start Date set forth above.

Client

By: 
 Name: Josefin Haraldsson
 Title: Country & PR Manager US
 Date: 11.22.23

Hill and Knowlton Strategies, LLC
d/b/a Hill+Knowlton Strategies

By: 
 Name: Jeff Marcus
 Title: 11.21.23
 Date: 11.21.23

By: 
 Name: Becky East
 Title: Senior Vice President
 Date: 11.21.23