

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 Daniel J. Edelman, Inc. 200 E. Randolph Drive - 63 Floor Chicago, IL 60601	2. Registration No.  3634
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3. Name of Foreign Principal Dubai Department of Tourism and Commerce Marketing, Government of Dubai	4. Principal Address of Foreign Principal 9th Floor Al-Fattan Plaza Building, Airport Road, Al Garhoud, P.O. Box 594 Dubai United Arab Emirates
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5. Indicate whether your foreign principal is one of the following:

- Government of a foreign country<sup>1</sup>
- 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 (specify) _____ |
- Individual-State nationality \_\_\_\_\_

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

- a) Branch or agency represented by the registrant  
Department of Tourism and Commerce Marketing, Government of Dubai
- b) Name and title of official with whom registrant deals  
Janelle Lewis, International PR and Communications

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

- a) Principal address  
N/A
- b) Name and title of official with whom registrant deals N/A
- c) Principal aim N/A

<sup>1</sup> "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.

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.

N/A

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.)

N/A

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.

N/A

**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
November 06, 2018	Randall Corley, Global Compliance Officer	/s/ Randall Corley eSigned

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  
Daniel J. Edelman, Inc.  
200 E. Randolph Drive - 63rd Floor  
Chicago, IL 60601

2. Registration No.  
3634

3. Name of Foreign Principal

Dubai Department of Tourism and Commerce Marketing, Government of Dubai

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 and marketing services to promote Dubai as a tourism and investment destination to U.S. travelers.

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

- Annual communications strategy and planning (consumer, business and leisure)
- Account management and issues consulting
- Trade (meetings, incentives, conferences, exhibitions)
- Media office (leisure, business, trade)
- Press trips
- Media monitoring and reporting

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.

N/A

**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
November 06, 2018	Randall Corley, Global Compliance Officer	/s/ Randall Corley <span style="float: right;">eSigned</span>

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.



**Jared Robinson**  
**Edelman FZ LLC**  
**TECOM Premises 201, 2<sup>nd</sup> Floor, Boutique Office No. 3,**  
**Knowledge Village, Dubai,**  
**United Arab Emirates**

**Subject: Letter of Award in relation to Extension of Global PR and Comms Services for 2018/19**

**Dear Mr. Robinson,**

1. Thank you for submitting the proposal in relation to the extension of Global PR and Comms Services for 2018/19. The Department of Tourism and Commerce Marketing (the DTCM) has now completed the evaluation process.
2. On the basis of this evaluation, DTCM is pleased to confirm that it has decided to appoint Edelman FZ LLC (the Consultant), and the attached Scope of work and Term Sheet mutually agreed.
3. This Letter of Award is subject to:
  - a) Article 31(2) of Law No (6) of 1997 Concerning Contracts of Government Departments of the Emirate of Dubai (Law No 6);
  - b) the satisfactory conclusion of any on-going negotiations between the parties with regard to the contract to be executed between DTCM and Edelman FZ LLC in relation to the matter (the Contract);
  - c) the provision of a bank guarantee for any advance payment in accordance with the requirements of Law No 6;
  - d) the provision of a performance bond in accordance with the requirements of Law No 6; and
  - e) acceptance of General Terms and Conditions
  - f) the execution of the Contract.

*Handwritten signature and initials*



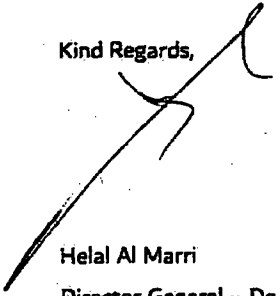
4. DTCM will contact Edelman FZ LLC in due course to arrange the formal completion of the Contract. Edelman FZ LLC is reminded that the Contract must be in compliance with Law No. 6 and the requirements of the Government of Dubai Legal Affairs Department. The applicable laws will be those of the United Arab Emirates and the Emirate of Dubai and both DTCM and Edelman FZ LLC submit to the exclusive jurisdiction of the Dubai Courts.
5. Please confirm your acceptance of this Letter of Award by return letter to the DTCM. This Letter of Award is valid for 14 days or as extended in writing, at the sole discretion of and by the DTCM. If DTCM does not receive notification of acceptance within the validity period aforementioned this Letter of Award is automatically revoked without any further notification required to be provided to Edelman FZ LLC.
6. If you have any queries about the contents of this Letter of Award please contact;

Name: Omer Khan  
 Email: [omer.khan@dubaitourism.ae](mailto:omer.khan@dubaitourism.ae)

7. Please note that prior to the Contract being executed, and subject always to the terms and conditions contained therein, DTCM will not be liable for any costs (or any other commitment you may enter into) as a result of you taking part in this process. The Parties will each bear their own costs in relation to the preparation and finalisation of the Contract.

We look forward to working with you on this matter.

Kind Regards,



Helal Al Marri  
 Director General – Department of Tourism and Commerce Marketing







**SCOPE OF WORK AND KEY DELIVERABLES**

**[ATTACHED]**

A handwritten signature in black ink, appearing to be 'mkh' followed by a stylized flourish.



INTERNATIONAL LEISURE SHOW

CENTRAL SCOPE OF WORK  
Annual

QPIs

<p>Press Office</p>	<p><b>GLOBAL MEDIA CONTENT</b> Generation of content for use with social media. Content can take the form of video releases, features, factors, statements etc dependent on market requirement. Deliverable: 1. 2 x Leisure focused pitches per month 2. 2 Corporate pitches per month 3. 2 x Leisure focused content calendars for each function working closely with the regional and Corporate Marketing coverage 4. Quarterly meeting with key stakeholders to pre-define and plan news announcements. Stakeholders such as Dubai Municipality, Emira, FICG, DTFI etc including representative from Media Centre 5. Development of corporate documents in the following categories: O - Press release E - Corporate in the year NB: All focused media requests from markets will be handled by the media centre</p> <p><b>MEDIA STRATEGY</b> Global media partnerships - identification of top media targets in each country with local team development of press releases and other content for the media centre to disseminate to the media. Definition of top 10 media targets in each market. Report with content development by 15/01/18 (day which results available or being done by then. Quarterly check in on status</p>	<p>As per deliverables, the strategy of the press office function to be observed in full and on time</p>
<p>Statement</p>	<p>Monitoring and analysis of global competitors social presence updates Delivery of all relevant reports on a monthly basis: - KPIs report by market - KPIs report for global or entire and sub-regional summary - Quarterly report with competitor analysis - Issues report for topics (ie by city or campaign) up to 24 in the calendar year - Quarterly review of metrics</p>	<p>As per deliverables, all elements of measurement and account management to be observed in full and on time</p>
<p>Account Management</p>	<p>Audit, update and management of ways of working documents. Update and regular communication of budgets, policies and procedures with relevant stakeholders of DTCM regarding library and social media use of Dubai Tourism Brand Centre Preparation of statements for stakeholders</p>	
<p>Field facilitation</p>	<p>Act as the DTCM representative for account F&amp;A and Boardroom projects involving the user with preparation, management and stakeholder engagement. Staffing of sites on ground for up to 5 days, 40 sites in the year</p>	<p>Ensure each activity has the dedicated person fully briefed &amp; work is executed to ensure the report is delivered on time. Other required standards and KPIs to be observed</p>

CENTRAL TEAM  
UAE





#### KEY COMMERCIAL TERMS

1. The Supplier shall fill out a complete quote in response to the briefs provided by DTCM. All costs shall be indicated transparently. No work can commence without internal DTCM sign-off on the costs provided
2. All quotes shall be in AED unless specified otherwise.
3. All Third Party Costs shall be charged to DTCM at net cost without mark up of any kind.
4. The Supplier may be required work closely and in full transparency with other agencies/lead agency, as and when appointed by DTCM.
5. Where applicable, the supplier agrees to work in close coordination with other agencies that are part of DTCM's overall marketing ecosystem. DTCM will specify this coordination (where applicable) up front as part of the briefing process.
6. All rebates, kick-backs, bonuses, and any other form of financial or non-financial incentive is passed by to DTCM
7. For any Third Part Costs, the Supplier shall provide three quotes from different third Party Suppliers upon DTCM's prior approval. All Third Party Costs shall be charged to DTCM at net cost without mark up of any kind.
8. Payment terms will be at 60 days from receipt of the invoice. All invoices are to be submitted in AED (3.6735 AED to \$)
9. The agreed General Terms and Conditions will apply



**COMMERCIAL PROPOSAL**

**[ATTACHED]**

A handwritten signature in black ink, appearing to be 'SMK/10', with a stylized flourish below it.

