

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 Daniel J. Edelman, Inc.	2. Registration Number 3634
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3. Name of Foreign Principal Altterra Management Limited
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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? 08/05/2024
- 8. Describe fully the nature and method of performance of the above indicated agreement or understanding.  
Provide digital services to include website design.

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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.

Provide website development services for client use.

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10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act<sup>1</sup>.

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.

website creation and content strategy for client dissemination.

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11. Prior to the date of registration<sup>2</sup> for this foreign principal has the registrant engaged in any registrable activities, such as 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<sup>3</sup> 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
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13. During the period beginning 60 days prior to the obligation to register<sup>4</sup> 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
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<sup>1</sup> "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.

<sup>2,3,4</sup> 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
10/21/2024	Raquel daFonseca	/s/Raquel daFonseca
_____	_____	Sign _____
_____	_____	Sign _____
_____	_____	Sign _____

**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.

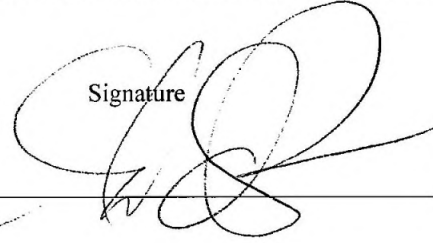
Date

Printed Name

Signature

10-21-24

Raquel Dafonseca



# Statement of Work

This Statement of Work (“SOW”) is entered into between

1. **Alterra Management Limited (“Client”);** and
2. **Daniel J. Edelman Limited (“Agency” or “Edelman”)**

pursuant to the **Master Services Agreement** between the parties dated **7<sup>th</sup> May 2024 (“Agreement”)**.

This SOW is incorporated into and subject to the terms and conditions of the Agreement except where expressly varied herein and shall be completed by the Client and Agency to define the services to be performed with respect to this Project. No Agency work shall begin in the absence of a completed and signed SOW.

In this SOW, defined terms that are not defined herein shall have the meanings attributed to them in the Agreement.

The parties hereby agree to the below terms:

## 1. PROJECT DETAILS

<b>Project Title:</b>	ALTÉRRRA website (“Project”).			
<b>Start Date:</b>	The SOW will commence on Monday 5 <sup>th</sup> August 2024 (“SOW Effective Date”).			
<b>End Date:</b>	The SOW will terminate on Tuesday 24 <sup>th</sup> December 2024, unless otherwise agreed as set out in this SOW (“SOW Termination Date”).			
<b>Contact:</b>	Unless otherwise designated in writing by a party, each party’s primary point of contact for the Project will be:			
	<b>Client</b>		<b>Agency</b>	
	Primary Contact:		Primary Contact:	
	Direct Phone:		Direct Phone:	
	Mobile:		Mobile:	
	Email:		Email:	

## 2. SERVICES AND DELIVERABLES

### 2.1 Project Background

The ALTÉRRRA website rework project is driven by the need to enhance user experience, improve functionality, and align with ALTÉRRRA's overarching business strategy. As a leading entity committed to redefining climate finance with unprecedented scale, targeted scope, and agile structure, ALTÉRRRA's digital presence must reflect these core values. The current website faces limitations in SEO, performance, navigation, and usability, hindering its ability to effectively communicate with its target audience, which includes investors, partners, and stakeholders in the climate finance sector.

This project aims to transition the website to a multi-page structure, providing detailed content, improved SEO, and better navigation. Additionally, it will involve a comprehensive review and enhancement of the brand to ensure cohesive and impactful messaging that resonates with the target audience.

A version of the website must be live by the 10th of September in time for the UNGA event. Following this initial launch, the focus will shift to developing the newsroom and topic hubs to further enhance content delivery and engagement for the remainder of the year (until December 2024).

### 2.2 Deliverables, Services & Delivery Schedule

Agency will provide the deliverables and service described below ("**Deliverables**") and ("**Services**"):

- i. **Planning**
  - a. **Project Kick off:**
    - i. Deliverables
      - 1. 1x 1-hour kick off meeting
    - ii. Activities
      - 1. Setup of team kick-off meeting with key stakeholders
      - 2. Alignment on scope of work, timing plan, key milestones and deliverables
  - b. **Stakeholder interview**
    - i. Deliverables
      - 1. 1x Stakeholder interview
    - ii. Activities
      - 1. Conduct 1x key stakeholder interview to gather insights and understand their vision, objectives, and user needs
- ii. **Website UX + Design**
  - a. **Website User Experience**
    - i. **Sitemap**
      - 1. Deliverables
        - a. 1x sitemap (Figma)
      - 2. Activities
        - a. Creation of the sitemap for the website
        - b. There will be two rounds of client review, one for review and feedback and one for review and sign off by all stakeholders
    - ii. **Moodboards**
      - 1. Deliverables
        - a. 3x Moodboards (Figma)
      - 2. Activities
        - a. Develop 3x moodboards to establish visual direction and present for quick sign-offs to move into the design phase
    - iii. **Website Design**
      - 1. Deliverables

- a. 5x page site design (homepage, about page, team page, our partner page, contact page) (Figma/Storyblock)
    - b. Up to 5x Animation designs (Lottie or SVG)
  - 2. Activities
    - a. Turn the prototype into a fully responsive website design
    - b. Full template and component designs using placeholder content
    - c. There will be three rounds of client review, two for review and feedback and one for review and sign off by all stakeholders
    - d. Upon approval of the designs, the designer will prepare the assets for the development team
- iii. **Content**
  - a. **Search Audit**
    - i. Deliverables
      - 1. 1x Keyword analysis
      - 2. 1x SEO strategy document with insights (xls)
    - ii. Activities
      - 1. Keyword analysis to establish what words and phrases should be utilised across the site types
      - 2. Development of the SEO Strategy based on insights from the audit and research
  - b. **Storytelling workshop**
    - i. Deliverables
      - 1. 1x 2-hours storytelling workshop with key stakeholders (virtual meeting)
      - 2. 1x Story plan (ppt)
    - ii. Activities
      - 1. Agree content formats that will tell the brand story
      - 2. Develop overall narrative and individual story ideas that demonstrate industry leadership
  - c. **Content Audit**
    - i. Deliverables
      - 1. 1x content assessment matrix of alterra.ae and provided materials (EN) (xls)
    - ii. Activities
      - 1. Conduct content audit of existing website content
      - 2. Identify which content
        - a. can be reused
        - b. can be updated or amended
        - c. needs to be created
  - d. **Content Production**
    - i. Deliverables
      - 1. Creation/update of site content 5x pages for phase 1 (10th of September) and up to 20 more pages + up to 5 articles (max 500 words) for phase 2 (up to 24th December 2024),
      - 2. 2x rounds of feedback / amends
    - ii. Activities
      - 1. Based on the content audit we will work with the key stakeholders to create and update the pages for the website.
      - 2. All content will be uploaded to the new componentised building system and SEO metadata assigned based on the search strategy.
      - 3. All existing articles and informational assets will be migrated into the new templates, working with existing website teams.

4. There will be three rounds of review, two for client review and feedback, two for legal, compliance, regulatory review and feedback and one for client/legal review and sign off

**iv. Website Development**

**a. Infrastructure**

**i. Infrastructure Setup**

1. Deliverables
  - a. Infrastructure configuration for dev, stage, and production environments
  - b. Maintenance contract discussions
  - c. Hosting setup and management
2. Activities
  - a. Hosting architecture and setup on Storyblok
  - b. Edelman to setup hosting architecture
  - c. Hosting support and management for 6 months from the go live date of the website included within this scope of work

**ii. Platform Setup**

1. Deliverables
  - a. Setup and configuration of Storyblok CMS for 1x website
  - b. 1x presentation of platform and agree domain migration strategy
2. Activities
  - a. Configure and optimise the CMS platform, defining user permissions and governance.
  - b. Client to re-pointing any domains to the new server

**b. Website Development**

**i. Deliverables**

1. Build of fully functional 5x page site for phase 1 (10th of September) and up to 20 more pages for phase 2 (up to 24th December 2024), language support for USA English only)
2. 1x complete website

**ii. Activities**

1. Page build with component development: This Includes page build including elements for page such as carousels, galleries, headers, text blocks, grids, etc.
2. Navigation creation: Creation of a navigation bar that reduced to a hamburger menu on mobile and tablet.
3. 3rd Party Integrations: Integration with external services e.g. google analytics.
4. We will reuse existing legal and privacy content and services.
5. Add 301 redirects from the existing site to the new site. Also add domain redirects as per the client supplied domain names.
6. For the build, there will be two rounds of client review, one for review and feedback and one for review and sign off by all stakeholders prior to deployment. The client amends will be based on interactions and build amends and not design or copy amends.

**c. Content Upload**

**i. Deliverables**

1. Upload of all content to website

**ii. Activities**

1. Review of content URLs for redirection or transfer
2. Upload and review of SEO metadata
3. Upload of new content based on the produced content, review and amend of the content can happen once uploaded

**d. Quality Assurance (QA) & Testing**

**i. Deliverables**

1. Testing status reports for cross browser/device (xls)
  2. 1x Performance tests across the website
  3. 1x Security testing using Rapid7
  4. 1x Final signoff workshops (online meetings)
  - ii. Activities
    1. Check functionality across all targeted browsers and devices
    2. Log all issues and bugs in our issue management systems
    3. Full page and server performance testing to ensure optimal performance
  - iii. Full security audit of the site and infrastructure. We use Rapid7, a leading security product, to ensure the site is tested over the latest vulnerabilities.
- v. **Deployment:**
- a. Deliverables
    - i. 1x Site launch
    - ii. 1x Go / No go meeting prior to deployment
  - b. Activities
    - i. Pre live final checks with the team to make sure the website is ready to go live
    - ii. Final go/no go meetings conducted
    - iii. Post live review/checks with the full team
    - iv. Post live checks of URL redirects and domain propagation
- vi. **Maintenance:**
- a. Deliverables
    - i. Maintenance and support of the website hosting and Storyblok for 6 months post launch
  - b. Activities
    - i. Monitoring of the website for issues, support from the Edelman technical team office hours 09:00-17:00 GMT Monday-Friday (excluding UK bank)
- vii. **Project Planning & Project / Technical Management**
- a. Deliverables and Activities
    - i. Project planning & technical management for the duration of the project
    - ii. Creation of the full scope of work including
      1. Full costing and scope breakdown
      2. Signoff of final scope and contracts
    - iii. Timeline and status creation
      1. Identification of key milestones
      2. Agree on a final timeline for the deliverables
      3. Ongoing management and updates to the timings
    - iv. Creation of the status report and setup weekly client status meetings
      1. The status report will be reviewed on a weekly basis to track progress and highlight project issues/blockers.
      2. Ongoing management and updates to the status report
    - v. Stakeholder identification
      1. Identification of the key stakeholders that will signoff deliverables
      2. Roles and responsibilities outline
    - vi. Internal and client review meetings
    - vii. For the duration of the project, reviews for the client will be scheduled to provide consolidated feedback to Edelman. All in scope feedback and amends will be assessed, and the timeline and tasks will be updated where required. Any out-of-scope feedback can be raised as a change request as needed.
      1. Day to day management of the project team
      2. Escalation of risks and issues
      3. Change control and associated documentation (if required)

Any deliverables or services not expressly set out in this SOW are excluded from the Deliverables and Services and the Agency's remuneration set out in Section 4 below. The Client may request additional deliverables and services on an ad hoc basis. The Agency is not obliged to provide any additional deliverable or service to the Client until the Agency and the Client have entered into a written agreement as to the scope of, and remuneration for, that additional deliverable or service.

### 2.3 *Timing Plan*

The timings for the campaign are below but will not be final until full sign off is received. The timings will be amended throughout the project once we get more detail on each deliverable. The client will be made aware of all changes. The live timing plan can also be accessed here

[Alterra Website Timings.xlsx](#)

In the event the Client, acting reasonably and in good faith, is not able to provide Agency sufficient briefing instructions for 20 pages and/or 5 articles for phase 2 within the timings of this SOW rendering Agency unable to deliver all the content on the website as set out in paragraph 2.2(iii)(d) above ("**Content Shortfall**"), the parties may agree in writing (email sufficient) to extend the SOW Termination Date to 24 March 2025, or such other date as may be agreed between the parties, (the "**Extension Period**") to allow Agency to make up for any Content Shortfall, subject to Client providing Agency with timely briefings and instructions. For the avoidance of doubt, the Services to be provided during the Extension Period shall be limited to the provision of the content as set out in paragraph 2.2(iii)(d) and relevant website development set out in paragraph 2.2(iv)(b) to make up the Content Shortfall only, and will not include any other Services, including without limitation, any further maintenance and support of the website.

Except as set out in the paragraph above, if the Agency's performance of its obligations under this SOW is otherwise prevented or delayed by any act or omission of the Client or any agency or supplier used by the Client, the Agency shall not be responsible for any costs, charges or losses that arise directly or indirectly from that prevention or delay.

<b>Deliverable</b>	<b>Estimate Delivery Date</b>
SOW and Timings Development	Tue 06/08
Client Review / Feedback (SOW)	Tue 06/08
Client Review / Feedback (Sitemap)	Tue 06/08
Amends (Sitemap)	Thu 08/08
SOW Signature	Fri 09/08
Development of Moodboards	Fri 09/08
SEO Keyword Analysis and Strategy	Fri 09/08
Project Kick-off Planning	Fri 09/08
Project Kick-off Call	Mon 12/08

Client Presentation (Moodboards)	Mon 12/08
Storytelling Workshop	Mon 12/08
Development of Page Designs	Fri 16/08
Infrastructure Setup	Thu 15/08
Client Presentation (Page Designs)	Mon 19/08
Develop Homepage Content	Thu 22/08
Build of Functional Site	Fri 23/08
QA & Testing	Wed 28/08
Client Review / Feedback (Homepage Content)	Mon 26/08
Client Review / Feedback (Site)	Thu 05/09
Amends + Upload Final Content	Thu 05/09
Client Review / Approval (Final Content)	Fri 06/09
Go Live Review / Approval	Mon 09/09
Deployment	Tue 10/09
Pre & Post Live Reviews / Checks	Tue 10/09
Maintenance and Support	Tue 24/12
Content Upload and Optimisation	Tue 24/12

#### 2.4 Acceptance Criteria

Client will evaluate each Deliverable and specifically accept or reasonably reject it within 10 business days following receipt, providing in writing the reasons for any rejection; otherwise the Deliverable will be deemed accepted.

If Agency receives a written notice of rejection as described above, Agency shall use its reasonable efforts to cure any such deficiencies to which it has been made aware by the Client as soon as reasonably practicable. After completing any such cure, Agency shall resubmit the Deliverable for review and the Client shall have a further 10 business days following receipt to accept or reasonably reject the resubmitted Deliverable in accordance with the above.

### 3. FEES, EXPENSES AND PROJECT COSTS

Project Element	\$ (USD)
<b>Phase 1: Immediate Release</b>	\$95,000
- Planning & Discovery: \$15,000	

<ul style="list-style-type: none"> <li>- Website Design &amp; UX: \$35,000</li> <li>- Website Development: \$25,000</li> <li>- Content Production &amp; SEO: \$20,000</li> </ul>	
<b>Phase 2: Additional Enhancements and Hosting</b> <ul style="list-style-type: none"> <li>- Remaining Design &amp; Development: \$45,000</li> <li>- Content Expansion: \$30,000</li> <li>- Advanced SEO: \$10,000</li> <li>- Hosting and Support: \$10,000</li> </ul>	\$95,000
<b>OOP for hosting and asset licensing</b>	\$5,000
<b>GRAND TOTAL</b>	<b>\$195,000</b>

### 3.1 Expenses

Additional expenses beyond those outlined in the scope, incurred by the Agency in the performance of the Services, shall only be charged to the Client at cost where approved by the Client in writing (including email) prior to being incurred, including but not limited to couriers, media monitoring, specialist subscriptions, travel, accommodation, and subsistence, other than Programme Costs.

### 3.2 Programme Costs

Costs for goods and services bought from third-party suppliers on behalf of the Client (other than Expenses), including photography, production, model fees, performers' and influencers' fees, recordings, artwork, design, printing, advertising, market research, exhibition and display materials, press distribution and major mailings, artiste/celebrity fees, evaluation, venues, and any other third-party costs ("Programme Costs"), shall be charged to the Client at cost, where approved by the Client in writing prior to being incurred. Any Programme Costs anticipated but not included in the budget should be called out and agreed in advance to avoid later approvals.

### 3.3 Payment & Invoicing

Estimated Invoice Date	Amount \$ USD
August 2024	\$100,000
December 2024	\$95,000
<b>GRAND TOTAL</b>	<b>\$195,000</b>

## 4. PARAMETERS

### 4.1 Assumptions and Dependencies

The terms of this SOW are agreed subject to the following assumptions.

## General Assumptions:

- i. This scope is subject to the Master Service Agreement
- ii. Deliverables and activities are based on the known and documented requirements of the Project as of the date this SOW is approved.
- iii. All Client feedback and approvals are to be consolidated when shared with Agency.
- iv. The Client will provide reviews and feedback on the dates specified, or if no date is specified, in a timely fashion. Delays in providing feedback may impact the costs and/or timing of the Services.
- v. All fonts used for creative need to be available through a web font subscription service (e.g. TypeKit, Google Fonts). Edelman is not responsible of purchasing any web font licenses.
- vi. The Client will need to supply the necessary assets, images and content required.
- vii. The Client will need to supply the necessary access for Edelman to deploy the approved site to the live environment.
- viii. The Client is responsible for managing all of their DNS services.
- ix. Edelman are not responsible for any 3rd party / platform service changes, which in turn may affect our deliverables. In such a situation, a change request will be created to cover the impact cost. E.g. changes to functionality on Storyblok etc.
- x. Client will be responsible for ensuring that all content is signed off and agreed by persons sufficiently senior and with the authority to bind the Client within the Client's organisation. Delays to this process may affect the launch/delivery date.
- xi. Should the project be cancelled or put on hold/delayed for an indefinite period, then the Project will be deemed to be temporarily closed and Agency shall immediately invoice for all Fees, Programme Costs and Expenses for: 1) services provided, and 2) where incurred or committed to by Agency and not able to be cancelled without penalty, both up to the date of such cancellation or delay will be billed in accordance with the payment terms set out in the Agreement.
- xii. All Deliverables provided by Agency to the Client will be subject to a maximum of three rounds of review, two for review and feedback and one for final approval (unless otherwise stated). Client feedback for each round of review should comply with approved briefs and scope for this project.
- xiii. Changes to this SOW will be managed via an amendment to this SOW. "Changes" include, but are not limited to, a new requirement not included within the original Services for this Project or a retraction of a sign off that has previously been supplied by Client. Such changes will only be actioned based upon written agreement between Agency and Client.
- xiv. The Client, as the owner of assets provided to the Agency, assumes responsibility for obtaining and maintaining all necessary licences, permissions, and consents required to:
  - (a) provide the assets provided to the Agency by the Client ; and
  - (b) use and exploit the Deliverables in accordance with the terms set out in this SOW and the Agreement. The Agency will assume that all assets provided by the Client are fully licensed and permitted for use, including publication on the website, unless otherwise stated by the Client.
- xv. The Client will provide:
  - a. All Client Materials identified in Section 2
    1. Existing copy material to copywrite site
    2. Assets (e.g. images, videos, animations) to for the site design
    3. Brand messaging objectives
    4. Brand guidelines

5. TOV guidance
6. URL Redirects
  - b. All required logo files and fonts. Agency is not responsible of purchasing any web font licenses
- xvi. The Client will manage all operational aspects in relation to the domain

If any assumptions are or become incorrect, whether at the date of this SOW or hereafter, and to the extent that any such changes impact the ability of the Agency to provide the Services in accordance with the agreed terms of this SOW, the parties to this SOW agree to discuss in good faith commensurate changes to the Fees and Expenses set out in this scope and in any event an amendment to this SOW may be required.

#### 4.2 Exclusions

The terms of this SOW are also agreed subject to the following exclusions:

- i. Any brand guidelines, font updates or logo development
- ii. Any build language requirements other than USA English
  - a. Any translations or localisations of any content
  - b. Any local market management
- iii. Creation of any 3rd party forms, databases or any storage of any data
- iv. Domain purchasing or management
- v. Any website analytics management or reporting after website deployment
- vi. Any reporting
- vii. Any wireframes during the UX phase
- viii. Any paid media spend
- ix. Any film or photography production
- x. Any PR or earned requirements
- xi. Creation of any marketing material or email templates including any email design, build or broadcasting
- xii. Employee engagement/internal communications
- xiii. Any 3rd party management or costs inc fonts, domain, media monitoring systems, other than what is listed above
- xiv. Any legal review of any content or other elements of this scope or the provision of any legal advice/terms. The Client acknowledges and agrees that the Agency is not permitted to give legal advice of any kind and no communication from the Agency should in any event be deemed to be legal advice nor be relied on by the Client as such. The legal review of the website or associated content is the responsibility of the Client.
- xv. Additional deliverables except for those detailed in this scope of work
- xvi. Agency travel

## 5. DATA PROTECTION

### 5.1 Personal Data:

Other than basic business contact information required to communicate with the Client regarding the Project, Edelman does not consider that any personal data will be required to be shared with or processed by Edelman in relation to the provision of the Deliverables or Services. The Client will not share any personal data with Edelman without Edelman's prior consent and to allow Edelman to follow its processes in relation to receipt and processing of personal data.

Signed on behalf of  
**Alterra Management Limited**



Print name **Majid al Suwaidi**

Job title: **CEO**

Date: **14 October 2024**

Signed on behalf of  
**Daniel J. Edelman Limited**



Print name

**Myles Cameron**

Job title: **Head of Experiences, EMEA**

Date: **14 October 2024**