

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant Daniel J. Edelman, Inc.	2. Registration Number 3634
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3. Name of Foreign Principal Neom Company
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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, and the fees and expenses, if any, to be received.
- 7. What is the date of the contract or agreement with the foreign principal? 06/05/2024

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

Amendment 1: Update PR and media relations contracted services for NEOM - Oxagon and extend services through 7/26/2026.

Amendment 2: Update PR and media relations contracted services for NEOM - Oxagon and extend services through 2/28/2026 as opposed to 7/26/2026.

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

Provide PR and Media relations services, including content development, media training, metric reporting and evaluation.

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

Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

See Appendix for Response

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

Yes No

N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

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

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

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

Date	Contact	Method	Purpose
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12. During the period beginning 60 days prior to the obligation to register³ to the date of registration for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes No

N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

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

Date Received	From Whom	Purpose	Amount/Thing of Value
---------------	-----------	---------	-----------------------

13. During the period beginning 60 days prior to the obligation to register⁴ to the date of registration for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes No

N/A - This statement is filed to update the registrant's agreement/contract with the foreign principal.

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

Date	Recipient	Purpose	Amount/Thing of Value
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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
04/17/2025	Raquel daFonseca	<input data-bbox="889 457 959 485" type="text" value="Sign"/> /s/Raquel daFonseca
_____	_____	<input data-bbox="889 541 959 581" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="889 630 959 669" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="889 709 959 749" type="text" value="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.

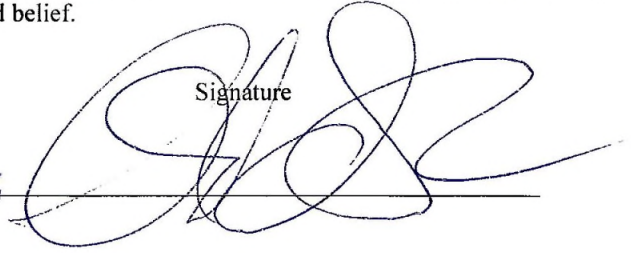
Date

Printed Name

Signature

4-17-25

Raquel deLenseca



Appendix Response to Item 10

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

Amendment 1: Update PR and media relations contracted services for NEOM - Oxagon and extend services through 7/26/2026.

Amendment 2: Update PR and media relations contracted services for NEOM - Oxagon and extend services through 2/28/2026 as opposed to 7/26/2026.



نيوم NEOM

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AMENDMENT AGREEMENT

This amendment agreement (this "**Amendment Agreement**") is made on the last date written on the signature page(s) hereto between:

- (1) **OXAGON COMPANY**, a single-shareholder closed joint stock company incorporated under the laws of the Kingdom of Saudi Arabia, pursuant to commercial registration number 3550134238 and having its registered address Duba, Tabuk Province, Kingdom of Saudi Arabia and having a share capital of SAR 500,000 fully paid (the "**Client**") (which expression will include its successors in title and permitted assignees); and
- (2) **DANIEL J. EDELMAN, INC** duly licensed under the laws of Delaware, United States, pursuant to licence number and whose address is at 1875 Eye Street NW, Washington D.C. 20006 (the "**Service Provider**"),

each a "**Party**" and together the "**Parties**".

WHEREAS

- (A) The Parties entered into the Services Agreement dated 04 September 2023 regarding Communications Strategy (the "**Original Contract**").
- (B) The Parties now wish to amend the Original Contract with effect from the Effective Date as set out in this Amendment Agreement.

NOW, THEREFORE, the Parties hereby agree as follows:

1. **DEFINITIONS**

In this Amendment Agreement, unless the context otherwise requires capitalised terms have the meaning given in the Original Contract.

2. **AMENDMENT OF ORIGINAL CONTRACT**

- 2.1 With effect from the 5th of June 2024 (the "**Effective Date**"), the Original Contract shall be amended as set out in Annex A to this Amendment Agreement.
- 2.2 Except as expressly set forth in this Amendment Agreement, the Original Contract continues in full force and effect. This Amendment Agreement and the Original Contract shall be read and construed as one document and all references to the Original Contract shall, unless the context otherwise requires, mean the Original Contract as amended by this Amendment Agreement. Clause 25 (Notices), Clause 26 (Miscellaneous) and Clause 27 (Governing Law and Dispute Resolution) of the Original Contract (including any provisions relating to authority to enter into such provisions) will apply, in their entirety, to and be incorporated in this Amendment Agreement, *mutatis mutandis*, as if they had been fully set forth herein.

[The remainder of this page is left intentionally blank.]

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IN WITNESS WHEREOF, the Parties hereto have signed this Amendment Agreement on the last date written below.

OXAGON COMPANY

Name: Vishal Wanchoo

Title: CEO Oxagon

Signature:

DocuSigned by:
[Handwritten Signature]
Signed by:
CC9B5FA58B2B45F...

Stamp:

[Handwritten Stamp]

Date:

25-Jul-2024

DANIEL J. EDELMAN, INC

Name: Jere Sullivan

Signature:

[Handwritten Signature]

Title: Chairman, EGA, International Public Affairs Stamp:

Date: July 2, 2024

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ANNEX A

Schedule of Amendments

1. Clause 3 of the Original Contract shall be deleted in its entirety and replaced with the following:

“3. Term

This Agreement commences with effect from the Effective Date and will continue in full force and effect until the 26th of July 2026 unless terminated in accordance with the terms of this Agreement (the "Term"). NEOM will have the option to extend the Term for an additional period of twelve (12) months upon providing notice to the Company no later than thirty (30) calendar days prior to the end of the initial Term.”

2. Schedule 1 SCOPE OF SERVICES of the Original Contract shall be deleted in its entirety and replaced with the following:

The Service Provider shall, in particular, be responsible for performing of the following Services.

	June 2024 - December 2024	January 2025 – July 2026
	SCOPE	SCOPE
Strategy, Planning and Implementation	<ul style="list-style-type: none"> The Service Provider shall integrate, collaborate and align with wider marcomms streams. When approved, the Service Provider shall convert 3x speaking opportunities or events 	<ul style="list-style-type: none"> The Service Provider shall integrate, collaborate and align with wider marcomms streams. The Service Provider shall execute up to 3x speaking events per quarter / not more than 10 a year Overarching communication strategy and plan to be developed, and events / speaker opportunities research conducted.
Media & PR Services	<ul style="list-style-type: none"> The Service Provider shall be responsible for relationship building and in-person meetings with media, executive / spokespeople speaking opportunities and thought-leadership positioning. The Service Provider shall develop and maintain a targeted media list. The Service Provider shall cultivate and maintain relationships with reporters and editors at key media outlets. The Service Provider shall distribute planned media releases and ad hoc reactive media releases 	<ul style="list-style-type: none"> The Service Provider shall be responsible for relationship building and in-person meetings with media, executive / spokespeople speaking opportunities and thought-leadership positioning. The Service Provider shall develop and maintain a targeted media list. The Service Provider shall cultivate and maintain relationships with reporters and editors at key media outlets. The Service Provider shall distribute planned media releases and ad hoc reactive media releases

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	<p>(up to 1/month)</p> <ul style="list-style-type: none"> The Service Provider shall proactively pursue positive stories and respond to inquiries – prioritizing written media Q&As and opinion editorial (op-Eds) in English or Arabic as necessary (2024 KPI = 20 / per year in total) The Service Provider shall coordinate approved communications flow with other NEOM organization partners. 	<p>(up to 1/month)</p> <ul style="list-style-type: none"> The Service Provider shall proactively pursue positive stories and respond to inquiries – prioritizing written media Q&As and opinion editorial (op-Eds) in English or Arabic as necessary (2024 KPI = 20 per year in total; for 2025 - TBC but not less than 2024) The Service Provider shall coordinate approved communications flow with other NEOM organization partners.
Content Development	<ul style="list-style-type: none"> The Service Provider shall create pieces of content to include media releases, talking points, talk tracks, briefing notes, proactive or reactive (up to 4 / per month) The Service Provider shall provide the Client with minimum 1 x PR plan per quarter for asset engagement and major announcements Messaging and ongoing revisions to be supplied by the Client if not directly connected to media use 	<ul style="list-style-type: none"> The Service Provider shall create pieces of content to include media releases, talking points, talk tracks, briefing notes, proactive or reactive (up to 4/month) The Service Provider shall provide the Client with minimum 1 x PR plan per quarter for asset engagement and major announcements Messaging and ongoing revisions to be supplied by the Client if not directly connected to media use
Crisis & Issues Support	<ul style="list-style-type: none"> The Service Provider shall execute final round of edits to draft crisis communication scenario planning framework, following feedback from NEOM and Oxagon Business Units leads. The Service Provider shall collectively work with Oxagon’s executives and marketing team to monitor news coverage for issues which may impact Oxagon or the brands within Oxagon. The Service Provider shall provide advice on a strategy to include media and PR response as well as partner support. The Service Provider shall support and advise executive stakeholders and spokespeople within Oxagon for any internal stakeholder management and external media 	<ul style="list-style-type: none"> The Service Provider shall execute final round of edits to draft crisis communication scenario planning framework, following feedback from NEOM and the Client BU leads. The Service Provider shall collectively work with Client’s executives and marketing team to monitor news coverage for issues which may impact the Client or the brands within the Client. The Service Provider shall provide advice on a strategy to include media and PR response as well as partner support. The Service Provider shall support and advise executive stakeholders and spokespeople within Oxagon for any internal stakeholder management and external media

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	<p>communications.</p> <ul style="list-style-type: none"> • In the event of a crisis which could involve additional Service Provider's Personnel, the Service Provider shall have the right to bill separately at hourly crisis rates. 	<p>communications.</p> <ul style="list-style-type: none"> • In the event of a crisis which could involve additional Service Provider's Personnel, the Service Provider shall have the right to bill separately at hourly crisis rates.
Media Training	<ul style="list-style-type: none"> • The Service Provider shall provide media and message refresh sessions for the Client's executives and senior staff around key events, as needed – English primarily; supporting Arabic if required. 	<ul style="list-style-type: none"> • The Service Provider shall provide media and message refresh sessions for the Client's executives and senior staff around key events, as needed – English primarily; supporting Arabic if required.
KOL Mapping & Engagement	<ul style="list-style-type: none"> • <i>No activity included.</i> 	<ul style="list-style-type: none"> • <i>No activity included.</i>
Metric, Reporting & Evaluation	<ul style="list-style-type: none"> • The Service Provider shall prepare daily, weekly and monthly coverage reports – industry, earned and generated media. • The Service Provider shall execute liaison with Client's communications partners to develop comprehensive regular analysis of earned media. • The Service Provider shall execute end of campaign-specific reports detailing campaign performance and learnings. • The Service Provider shall provide a secure daily media monitoring tool and report. 	<ul style="list-style-type: none"> • The Service Provider shall prepare execute daily, weekly and monthly coverage reports – industry, earned and generated media. • The Service Provider shall execute liaison with Oxagon communications partners to develop comprehensive regular analysis of earned media. • The Service Provider shall be responsible for end of campaign-specific reports detailing campaign performance and learnings. • The Service Provider shall provide a secure daily media monitoring tool and report.
Account Administration	<ul style="list-style-type: none"> • The Service Provider shall provide written weekly, monthly, quarterly, annual and campaign-specific reports to show status and/or results as compared to goals. • The Service Provider shall store and maintain an inventory of Oxagon collateral and promotional items. 	<ul style="list-style-type: none"> • The Service Provider shall provide written weekly, monthly, quarterly, annual and campaign-specific reports to show status and/or results as compared to goals. • The Service Provider shall store and maintain an inventory of Oxagon collateral and promotional items.
Resources & Housekeeping	<ul style="list-style-type: none"> • The Service Provider shall travel to Oxagon for 1 x core team member once per half year • Activation of the Service Provider's international network for bespoke projects e.g. events in 	<ul style="list-style-type: none"> • The Service Provider shall travel to Oxagon for 1 x core team member once per half year • Activation of the Service Provider's international network for bespoke projects e.g. events in

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	core Oxagon target markets as required (up to 2-3 per year).	core Oxagon target markets as required (up to 2-4 per year).
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3. SCHEDULE 2 (SCHEDULE OF RATES) of the Original Contract shall be deleted in its entirety and replaced with the following:

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SCHEDULE 1 YEAR 1 (6 MONTHS; AUGUST 2023 – JANUARY 2024)				
Sr. #	Items Description	Duration	UoM/ Qty.	Contract Price (USD) including WHT and excluding VAT
1	Strategy, planning and implementation	6 months	01/ Lump Sum	17,721.180
2	Content Development	6 months	01/ Lump Sum	30,379.050
3	Media & Public Relations Services	6 months	01/ Lump Sum	46,581.210
4	Crisis & Issues Support	6 months	01/ Lump Sum	20,252.700
5	Media Training	6 months	01/ Lump Sum	10,126.350
6	Account Administration	6 months	01/ Lump Sum	4,050.540
7	Metric, Reporting & Evaluation	6 months	01/ Lump Sum	24,303.240
8	Resources and Housekeeping (Out of Pocket Costs; anticipates two trips for 3 core team members to KSA)	6 months	01/ Lump Sum	12,658.005
YEAR 1 - Total Contract Price (Foreign Vendors Including WHT, excluding VAT)				166,072.275

YEAR 2+3+4 (29 MONTHS; FEBRUARY 2024 - JULY 2026)				
Sr number	Items Description	Duration	UoM/ Qty.	Contract Price (USD) including WHT and excluding VAT
1	Strategy, planning and implementation	29 months	01/ Lump Sum	148,526.300
2	Content Development	29 months	01/ Lump Sum	226,854.660
3	Media & Public Relations Services	29 months	01/ Lump Sum	397,878.80
4	Crisis & Issues Support	29 months	01/ Lump Sum	153,161.010

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5	Media Training	29 months	01/ Lump Sum	63,118.440
6	Account Administration	29 months	01/ Lump Sum	55,132.640
7	Metric, Reporting & Evaluation	29 months	01/ Lump Sum	117,465.66
9	Resources and Housekeeping (Out of Pocket Costs; from June 2024 until contract end anticipates half yearly travel for 1 x core member to KSA and/or 2-3 special events in core markets per year – e.g. US, EUR, ASIA)	29 months	01/ Lump Sum	80,529.260
YEARS 2/3/4 - Total Contract Price (Foreign Vendors Including WHT)				1,242,666.765
Contract Price Edelman (Including WHT and excluding VAT)				1,408,739.040

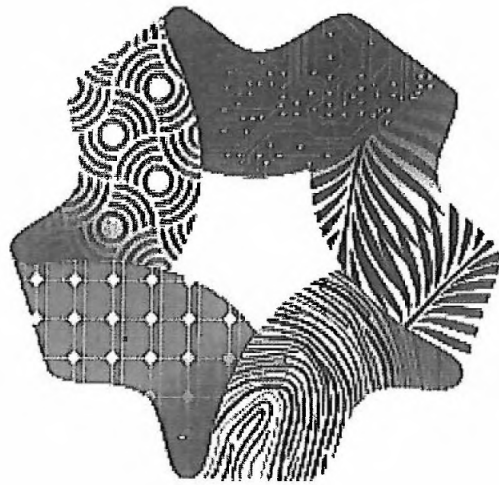
Rate Card	#	Role	Years of experience (range in years)	Man hours/Man days	ON SITE		REMOTE	
					Rate in SAR (including WHT, excluding VAT)	Rate in USD (including WHT, excluding VAT)	Rate in SAR (including WHT, excluding VAT)	Rate in USD (including WHT, excluding VAT)
	1	Account Director	8-10	40hrs/month	SAR 1,592	\$425	SAR 1,592	\$425
	2	Senior Director/Partner (1 of 3)	15+	10hrs/month	SAR 2,622	\$700	SAR 2,622	\$700
	3	Senior Director/Partner (2 of 3)	15+	10hrs/month	SAR 2,622	\$700	SAR 2,622	\$700
	4	Senior Director/Partner (3 of 3)	15+	10hrs/month	SAR 2,622	\$700	SAR 2,622	\$700
	5	Senior Account Manager (1 of 2)	5-8	25hrs/month	SAR 1,217	\$325	SAR 1,217	\$325
	6	Senior Account Manager (2 of 2)	5-8	25hrs/month	SAR 1,217	\$325	SAR 1,217	\$325

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7	Content Manager, English)	5-8	10hrs/month	SAR 1,592	\$425	SAR 1,592	\$425
8	Content Manager, Arabic	5-8	10hrs/month	SAR 1,592	\$425	SAR 1,592	\$425
9	Media Specialist	3-5	10hrs/month	SAR 1,049	\$280	SAR 1,049	\$280
10	Media Specialist	3-5	10hrs/month	SAR 1,049	\$280	SAR 1,049	\$280



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**OXAGON COMPANY
and
DANIEL J. EDELMAN, INC**

**AMENDMENT NO. 2 TO
SERVICES AGREEMENT – US
SCOPE**

Project Name: Communications Strategy
Contract No: 1100012771 - 4100014694

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AMENDMENT AGREEMENT

This amendment agreement No. 2 (this "**Amendment Agreement**") is made on the last date written on the signature page(s) hereto between:

- (1) **OXAGON COMPANY**, a single-shareholder closed joint stock company incorporated under the laws of the Kingdom of Saudi Arabia, pursuant to commercial registration number 3550134238 and having its registered address Daba, Tabuk Province, Kingdom of Saudi Arabia and having a share capital of SAR 500,000 fully paid (the "**Client**") (which expression will include its successors in title and permitted assignees); and
- (2) **DANIEL J. EDELMAN, INC**, a company duly incorporated under the laws of Delaware, United States, whose registered address is at 1875 Eye Street NW, Washington D.C. 20006 (the "**Service Provider**"),

each a "**Party**" and together the "**Parties**".

WHEREAS

- (A) The Parties entered into the Services Agreement dated 04 September 2023 (as amended by the amendment agreement No. 1) regarding OXAGON's communications strategy and related services (the "**Original Contract**").
- (B) The Parties now wish to amend the Original Contract with effect from the Effective Date as set out in this Amendment Agreement.

NOW, THEREFORE, the Parties hereby agree as follows:

1. **DEFINITIONS**

In this Amendment Agreement, unless the context otherwise requires capitalised terms have the meaning given in the Original Contract.

2. **AMENDMENT OF ORIGINAL CONTRACT**

- 2.1 With effect from 01 March 2025 (the "**Effective Date**"), the Original Contract shall be amended as set out in Annex A to this Amendment Agreement.
- 2.2 Except as expressly set forth in this Amendment Agreement, the Original Contract continues in full force and effect. This Amendment Agreement and the Original Contract shall be read and construed as one document and all references to the Original Contract shall, unless the context otherwise requires, mean the Original Contract as amended by this Amendment Agreement. Clause 25 (Notices), Clause 26 (Miscellaneous) and Clause 27 (Governing Law and Dispute Resolution) of the Original Contract (including any provisions relating to authority to enter into such provisions) will apply, in their entirety, to and be incorporated in this Amendment Agreement, *mutatis mutandis*, as if they had been fully set forth herein.

[The remainder of this page is left intentionally blank.]

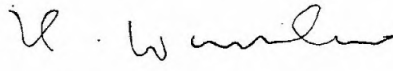
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IN WITNESS WHEREOF, the Parties hereto have signed this Amendment Agreement on the last date written below.

OXAGON COMPANY

Name: Vishal Wanchoo

Signature: 

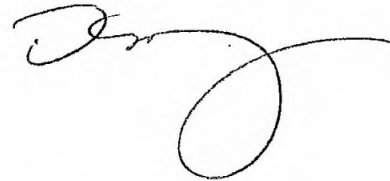
Title: CEO Oxagon

Stamp:

Date: 09-Apr-2025

DANIEL J. EDELMAN, INC

Name: Debra C. Murray

Signature: 

Title: Managing Director

Stamp:

Date: 03/24/25

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ANNEX A

Schedule of Amendments

1. Clause 3 (TERM) of the Original Contract is hereby deleted and replaced with the following new Clause 3:

3. TERM

The Original Contract will continue in full force and effect until 28 February 2026. The Client will have the option to extend the Term for an additional period of twelve (12) months upon providing notice to the Service Provider no later than thirty (30) calendar days prior to the end of the initial Term.

2. Schedule 1 (SCOPE OF SERVICES) of the Original Contract is hereby deleted in its entirety and replaced with the following new Schedule 1:

Schedule 1
SCOPE OF SERVICES

	June 2024 - December 2024	January 2024 – February 2025	March 2025 – February 2026
	SCOPE	SCOPE	SCOPE
Strategy, Planning and Implementation	<ul style="list-style-type: none"> • The Service Provider shall integrate, collaborate and align with wider marcomms streams. • When approved, the Service Provider shall convert 3x speaking opportunities or events 	<ul style="list-style-type: none"> • The Service Provider shall integrate, collaborate and align with wider marcomms streams. • The Service Provider shall execute up to 3x speaking events per quarter / not more than 10 a year • Overarching communication strategy and plan to be developed, and events / speaker opportunities research conducted. 	<i>No activity included.</i>
Media & PR Services	<ul style="list-style-type: none"> • The Service Provider shall be responsible for relationship building and in-person meetings with media, executive / spokespeople speaking opportunities and thought-leadership positioning. • The Service Provider shall develop and maintain a targeted media list. • The Service Provider shall cultivate and maintain relationships with reporters and editors at key media outlets. • The Service Provider shall distribute planned media releases and ad hoc reactive media releases (up to 1/month) 	<ul style="list-style-type: none"> • The Service Provider shall be responsible for relationship building and in-person meetings with media, executive / spokespeople speaking opportunities and thought-leadership positioning. • The Service Provider shall develop and maintain a targeted media list. • The Service Provider shall cultivate and maintain relationships with reporters and editors at key media outlets. • The Service Provider shall distribute planned media releases and ad hoc reactive media releases (up to 1/month) 	<p>Service Provider will continue to provide proactive and reactive media engagement through a structured newsroom approach, ensuring Client maintains a consistent presence in the media. This includes:</p> <p>Proactive Media Pitching (1 per month):</p> <p>Identification of timely news angles aligned with Client's strategy and business units.</p> <p>Development and execution of media</p>

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	<ul style="list-style-type: none"> • The Service Provider shall proactively pursue positive stories and respond to inquiries – prioritizing written media Q&As and opinion editorial (op-Eds) in English or Arabic as necessary (2024 KPI = 20 / per year in total) • The Service Provider shall coordinate approved communications flow with other NEOM organization partners. 	<ul style="list-style-type: none"> • The Service Provider shall proactively pursue positive stories and respond to inquiries – prioritizing written media Q&As and opinion editorial (op-Eds) in English or Arabic as necessary (2024 KPI = 20 per year in total; for 2025 - TBC but not less than 2024) • The Service Provider shall coordinate approved communications flow with other NEOM organization partners. 	<p>outreach to targeted publications.</p> <p>Tailored pitching to maximize media interest in Client's announcements.</p> <p>Executive Media Interview Pitching (1 per month):</p> <p>Engagement with key journalists to secure interview opportunities for Client executives.</p> <p>Development of briefing materials, key messages, and Q&A preparation.</p> <p>Coordination of interview logistics and follow-up with media contacts.</p> <p>Reactive Media Engagement & Press Office Support (Ongoing):</p> <p>Day-to-day management of inbound media inquiries.</p> <p>Relationship-building with relevant journalists to enhance Client's positioning as an industry thought leader.</p> <p>Strategic assessment and development of POVs on inbound media opportunities or speaking engagements.</p>
<p>Content Development</p>	<ul style="list-style-type: none"> • The Service Provider shall create pieces of content to include media releases, talking points, talk tracks, briefing notes, proactive or reactive (up to 4 / per month) • The Service Provider shall provide the Client with minimum 1 x PR plan per quarter for asset engagement and major announcements • Messaging and ongoing revisions to be supplied by the Client if not directly connected to media use 	<ul style="list-style-type: none"> • The Service Provider shall create pieces of content to include media releases, talking points, talk tracks, briefing notes, proactive or reactive (up to 4/month) • The Service Provider shall provide the Client with minimum 1 x PR plan per quarter for asset engagement and major announcements • Messaging and ongoing revisions to be supplied by the Client if not directly connected to media use 	<p>Service Provider will provide a content pool from which Client may select up to ten (10) deliverables over the course of the engagement. These deliverables will be determined based on evolving needs and strategic priorities. The available content options include:</p> <p>Press Release: Development, review, and refinement of an Oxagon press release. Translation and media pitching are not included, as media engagement is</p>

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			<p>covered under the Newsroom scope.</p> <p>Speaking Engagement Support: Identification, nomination, and pitching support for relevant speaking opportunities. Includes abstract development (if required) and the preparation of briefing materials and key messages for Client spokespersons.</p> <p>Op-Ed Development: Drafting, refinement, and pitching an op-ed (up to 1,000 words) on behalf of an Oxagon executive or subject matter expert (SME) for targeted media placement.</p> <p>Speechwriting: Development of a full speech or keynote address (up to 1,500 words) tailored to a specific audience or event. Alternative formats such as talking points, panel remarks, or fireside chat discussion outlines may also be provided.</p> <p>Internal Communications Content: Creation of internal communications materials (up to 1,500 words), including executive updates, talk tracks for annual meetings, and internal newsletters.</p>
<p>Crisis & Issues Support</p>	<ul style="list-style-type: none"> • The Service Provider shall execute final round of edits to draft crisis communication scenario planning framework, following feedback from NEOM and Oxagon Business Units leads. • The Service Provider shall collectively work with Oxagon's executives and marketing team to monitor news coverage for issues which may impact Oxagon or the brands within Oxagon. • The Service Provider shall provide advice on a strategy to include media and PR response as well as partner support. • The Service Provider shall 	<ul style="list-style-type: none"> • The Service Provider shall execute final round of edits to draft crisis communication scenario planning framework, following feedback from NEOM and the Client BU leads. • The Service Provider shall collectively work with Client's executives and marketing team to monitor news coverage for issues which may impact the Client or the brands within the Client. • The Service Provider shall provide advice on a strategy to include media and PR response as well as partner 	<ul style="list-style-type: none"> • <i>No activity included.</i>

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	<p>support and advise executive stakeholders and spokespeople within Oxagon for any internal stakeholder management and external media communications.</p> <ul style="list-style-type: none"> In the event of a crisis which could involve additional Service Provider's Personnel, the Service Provider shall have the right to bill separately at hourly crisis rates. 	<p>support.</p> <ul style="list-style-type: none"> The Service Provider shall support and advise executive stakeholders and spokespeople within Oxagon for any internal stakeholder management and external media communications. In the event of a crisis which could involve additional Service Provider's Personnel, the Service Provider shall have the right to bill separately at hourly crisis rates. 	
Media Training	<ul style="list-style-type: none"> The Service Provider shall provide media and message refresh sessions for the Client's executives and senior staff around key events, as needed – English primarily; supporting Arabic if required. 	<ul style="list-style-type: none"> The Service Provider shall provide media and message refresh sessions for the Client's executives and senior staff around key events, as needed – English primarily; supporting Arabic if required. 	<ul style="list-style-type: none"> No activity included.
KOL Mapping & Engagement	<ul style="list-style-type: none"> No activity included. 	<ul style="list-style-type: none"> No activity included. 	<ul style="list-style-type: none"> No activity included.
Metric, Reporting & Evaluation	<ul style="list-style-type: none"> The Service Provider shall prepare daily, weekly and monthly coverage reports – industry, earned and generated media. The Service Provider shall execute liaison with Client's communications partners to develop comprehensive regular analysis of earned media. The Service Provider shall execute end of campaign-specific reports detailing campaign performance and learnings. The Service Provider shall provide a secure daily media monitoring tool and report. 	<ul style="list-style-type: none"> The Service Provider shall prepare execute daily, weekly and monthly coverage reports – industry, earned and generated media. The Service Provider shall execute liaison with Oxagon communications partners to develop comprehensive regular analysis of earned media. The Service Provider shall be responsible for end of campaign-specific reports detailing campaign performance and learnings. The Service Provider shall provide a secure daily media monitoring tool and report. 	<ul style="list-style-type: none"> No activity included.
Account Administration	<ul style="list-style-type: none"> The Service Provider shall provide written weekly, monthly, quarterly, annual and campaign-specific reports to show status and/or results as compared to goals. The Service Provider shall store and maintain an inventory of Oxagon collateral and promotional items. 	<ul style="list-style-type: none"> The Service Provider shall provide written weekly, monthly, quarterly, annual and campaign-specific reports to show status and/or results as compared to goals. The Service Provider shall store and maintain an inventory of Oxagon collateral and promotional items. 	<p>To ensure efficient management, strategic alignment, and effective collaboration, Service Provider will provide structured account administration and client engagement, including:</p> <p>Weekly Client/Agency Touchpoints – (1) 30-minute call per week:</p> <p>Review of ongoing workstreams, deliverables, and priority shifts.</p> <p>Discussion of new opportunities, key</p>

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			<p>events, and emerging strategic needs.</p> <p>Client/Agency Account Coordination (Ongoing):</p> <p>Regular tracking and reporting of allocated budget and deliverables.</p> <p>Monitoring of scope utilization and adjustments as necessary to optimize resource allocation.</p> <p>Biannual Strategic Planning Sessions (1-hour per half-year with senior Service Provider leadership):</p> <p>In-depth discussions on strategic priorities, upcoming initiatives, and communications planning.</p> <p>Analysis of key industry insights and positioning recommendations for Client's ongoing communications efforts.</p>
Resources & Housekeeping	<ul style="list-style-type: none"> • The Service Provider shall travel to Oxagon for 1 x core team member once per half year • Activation of the Service Provider's international network for bespoke projects e.g. events in core Oxagon target markets as required (up to 2-3 per year). 	<ul style="list-style-type: none"> • The Service Provider shall travel to Oxagon for 1 x core team member once per half year • Activation of the Service Provider's international network for bespoke projects e.g. events in core Oxagon target markets as required (up to 2-4 per year). 	<ul style="list-style-type: none"> • <i>No activity included.</i>

Scope Exclusions & Limitations
<ul style="list-style-type: none"> • Out-of-hours or weekend support (limited to UK and US business hours). • Translation services and media monitoring. • Service Provider Travel / out of pocket expenses • Dedicated support from additional international Service Provider teams beyond the US and UK. • Non-English media pitching. • Messaging development beyond deliverables specified above (Service Provider will work with pre-approved messaging provided by Client).

3. SCHEDULE 2 (SCHEDULE OF RATES) of the Original Contract shall be deleted in its entirety and replaced with the following new Schedule 2:

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SCHEDULE 2
SCHEDULE OF RATES

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SCHEDULE 1 YEAR 1 (6 MONTHS; AUGUST 2023 – JANUARY 2024)				
Sr. #	Items Description	Duration	UoM/ Qty.	Contract Price (USD) including WHT and excluding VAT
1	Strategy, planning and implementation	6 months	01/ Lump Sum	\$17,721.18 USD
2	Content Development	6 months	01/ Lump Sum	\$30,379.05 USD
3	Media & Public Relations Services	6 months	01/ Lump Sum	\$46,581.21 USD
4	Crisis & Issues Support	6 months	01/ Lump Sum	\$20,252.70 USD
5	Media Training	6 months	01/ Lump Sum	\$10,126.35 USD
6	Account Administration	6 months	01/ Lump Sum	\$4,050.54 USD
7	Metric, Reporting & Evaluation	6 months	01/ Lump Sum	\$24,303.24 USD
8	Resources and Housekeeping (Out of Pocket Costs; anticipates two trips for 3 core team members to KSA)	6 months	01/ Lump Sum	\$12,658.01 USD
YEAR 1 - Total Contract Price (Foreign Vendors Including WHT, excluding VAT)				\$166,072.275 USD

YEAR 2+3+4				
(DELIVERED IN FEBRUARY 1, 2024 - FEBRUARY 28, 2025)				
Sr number	Items Description	Duration	UoM/ Qty.	Contract Price (USD) including WHT and excluding VAT
1	Strategy, planning and implementation	13 months	01/ Lump Sum	\$63,111.65 USD
2	Content Development	13 months	01/ Lump Sum	\$108,191.00 USD
3	Media & Public Relations Services	13 months	01/ Lump Sum	\$165,892.87 USD
4	Crisis & Issues Support	13 months	01/ Lump Sum	\$72,127.33 USD

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5	Media Training	13 months	01/ Lump Sum	\$36,348.57 USD
6	Account Administration	13 months	01/ Lump Sum	\$14,710.48 USD
7	Metric, Reporting & Evaluation	13 months	01/ Lump Sum	\$86,552.80 USD
9	Resources and Housekeeping (Out of Pocket Costs; from June 2024 until contract end anticipates half yearly travel for 1 x core member to KSA and/or 2-3 special events in core markets per year – e.g. US, EUR, ASIA)	13 months	01/ Lump Sum	\$45,079.98 USD
Total Contract Price (Foreign Vendors Including WHT)				\$591,444.64 USD

YEAR 2+3+4 (12 MONTHS; MARCH 1, 2025 – FEBRUARY 28, 2026)				
Sr number	Items Description	Duration	UoM/ Qty.	Contract Price (USD) including WHT and excluding VAT
1	Strategy, planning and implementation	N/A	01/ Lump Sum	0
2	Content Development	12 Months	01/ Lump Sum	\$72,000.36 USD
3	Media & Public Relations Services	12 Months	01/ Lump Sum	\$134,999.73 USD
4	Crisis & Issues Support	N/A	01/ Lump Sum	0
5	Media Training	N/A	01/ Lump Sum	0
6	Account Administration	12 Months	01/ Lump Sum	\$35,999.91 USD
7	Metric, Reporting & Evaluation	N/A	01/ Lump Sum	0
9	Resources and Housekeeping	N/A	01/ Lump Sum	0
Total Contract Price (Foreign Vendors Including WHT)				\$243,000 USD

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<i>Rate Card</i>				ON SITE		REMOTE	
#	Role	Years of experience (range in years)	Man hours/Man days	Rate in SAR (including WHT, excluding VAT)	Rate in USD (including WHT, excluding VAT)	Rate in SAR (including WHT, excluding VAT)	Rate in USD (including WHT, excluding VAT)
1	Senior Director/Partner (1 of 2)	15+	15hrs/month	SAR 2,622	\$700	SAR 2,622	\$700
2	Senior Director/Partner (2 of 2)	15+	15hrs/month	SAR 2,622	\$700	SAR 2,622	\$700
3	Senior Account Manager	5-8	40hrs/month	SAR 1,592	\$425	SAR 1,592	\$425
4	Account Manager	5-8	40hrs/month	SAR 1,217	\$325	SAR 1,217	\$325
5	Media Specialist	3-5	40hrs/month	SAR 1,049	\$280	SAR 1,049	\$280
6	Media Specialist	3-5	40hrs/month	SAR 1,049	\$280	SAR 1,049	\$280