

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 Finn Partners, Inc.	2. Registration Number 6212
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3. Name of Foreign Principal Hong Kong Tourism Board
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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? 07/01/2024
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.  
Public relations activities to promote tourism in Hong Kong and increase visitors to the country.

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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.

Finn Partners provides public relations services including media outreach, response to inbound inquiries and opportunities, TV Show Outreach, consumer and media activation planning and support, ongoing reporting for media and social sentiment in the U.S.

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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.

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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
09/06/2024	Martin Ettlemyer	<input data-bbox="889 457 959 485" type="text" value="Sign"/> /s/Martin Ettlemyer
_____	_____	<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

September 6, 2024

Martin Ettlemyer



**Fifth Supplementary Agreement**  
**to**  
**Letter of Agreement**  
**between**  
**Hong Kong Tourism Board (“Client”) and Finn Partners, Inc. (“Agency”)**  
**(“Fifth Supplementary Agreement”)**

**WHEREAS** the Client and the Agency entered into:

- (A) a *Public Relations and Social Marketing/Influencer Services Agreement* effective on May 1, 2020 (“**Master Agreement**”);
- (B) a *Supplementary Agreement to Letter of Agreement* effective as of 1 August 2020 through 31 December 2020 to reduce the monthly retainer fee and Scope of Work (“**First Supplementary Agreement**”);
- (C) a *Supplementary Agreement to Letter of Agreement* effective as of 1 January 2021 through 31 March 2022 to reduce the monthly retainer fee and Scope of Work (“**Second Supplementary Agreement**”);
- (D) a *Third Supplementary Agreement to Letter of Agreement* executed on 4 April 2022 to extend the Master Agreement further for three months from 1 April 2022 to 20 June 2022 to amend the monthly retainer fee and Scope of Work (“**Third Supplementary Agreement**”);
- (E) a *Supplementary Agreement* executed on 29 June 2022 to extend the Master Agreement further for one year from 1 July 2022 to 30 Jun 2023 with an optional one-year renewal term (“**Fourth Supplementary Agreement**”) and
- (F) An email confirmation dated July 6, 2023 was sent to the Agency by the Client to exercise the 1-year optional renewal under the Fourth Supplementary Agreement to extend the Master Agreement further for one year from 1 July 2023 to 30 Jun 2024 (“**Extension Confirmation 2023**”),

(Master Agreement, First Supplementary Agreement, Second Supplementary Agreement, Third Supplementary Agreement, Fourth Supplementary Agreement and Extension Confirmation 2023 are collectively referred to as “**Agreements**” under this Fifth Supplementary Agreement.)

(The Client and the Agency are each referred to as “**Party**”, collectively as “**Parties**”)

**NOW AND THEREFORE**, the Parties agree to extend and amend the Agreements on the following terms and conditions:

- (1) the Parties hereby agree to extend the term of the Master Agreement further for one (1) year from 1 July 2024 to 30 June 2025, and amend the Master Agreement effective on the date of signing of this Fifth Supplementary Agreement as follows by inserting a new Section **11.1B**:

**11.1B** *The term of this Agreement shall be further extended for one (1) year from 1 July 2024 to 30 June 2025 (“Further Extension 2024”).*

- (2) During the Further Extension 2024:
- (i) the Agency shall provide the services and deliverables to the Client as outlined in the Scope of Works under Exhibit A1 appended hereto;
  - (ii) the Agency shall deliver FY 2024/25 KPIs for Public Relations to be mutually established with Client upon the soonest possible date
  - (iii) The Client and Agency shall review and set the KPI goals for FY2024/25 upon execution of this Fifth Supplementary Agreement, once input is received from Client's Head Office, and in any event, prior to or just following the renewal due 30 June 2024
  - (iv) For the avoidance of doubt, the Finn Partners, Inc. Hourly Rates under Exhibit B applies during Further Extension 2024.
  - (v) **Clauses 7.1, 7.2 and 7.4** of the Master Agreement shall be deleted in its entirety and be replaced by:

*“7.1 During the continuance of the Fifth Supplementary Agreement and in consideration of provision of the Services by the Agency in accordance with the Fifth Supplementary Agreement, the Client agrees to pay the Agency a monthly retainer fee of US\$14,500 inclusive of all taxes and bank charges at recipient's end. All fee invoices are due within 30 days of receipt, and upon receipt of performance report from Agency. Agency shall not exceed the budget parameters without advance approval from Client. See Exhibit A1 SOW under the Fifth Supplementary Agreement for contracted services.*

*7.2 The maximum retainer fee for Exhibit A1 SOW under the Fifth Supplementary Agreement is US\$174,000 total for a 12-month contract (US\$14,500/ month). Client shall be billed the monthly retainer fee on the 1<sup>st</sup> of each month with payment due within 30 days of receipt, and with receipt of monthly performance reports from Agency.*

*7.4 If the amounts due for over 60 days, Agency will have the option to cease all work on the account upon one day written notice sent by overnight mail to the above address at any time on or after the 60th day until the account is current.”*

- (3) All terms used in this Fifth Supplementary Agreement shall have the same meaning as in the Agreements except as otherwise modified by this Fifth Supplementary Agreement.

- (4) All other terms and conditions of the Agreements shall remain unchanged and continue to apply in full force and effect.
- (5) In the event of any discrepancies between this Fifth Supplementary Agreement and the Agreements, this Supplementary Agreement shall prevail to the extent of such inconsistency.
- (6) No variation of this Fifth Supplementary Agreement shall be effective unless it is in writing and signed by both Parties (and their authorized representatives).

For and on behalf of  
**Finn Partners, Inc.**



[Name] Martin Ettlemeyer  
[Position] CFO  
[Date] 6/17/24

For and on behalf of:  
**Hong Kong Tourism Board**



[Name] Becky Ip  
[Position] Deputy Executive Director  
[Date] **06/18/2024**



[Name] Michael Lim  
[Title] Director, Americas  
[Date] **06/17/2024**

[Name] Katie Roy **KR**  
[Title] Sr. Manager, Marketing & PR  
[Date] **06/17/2024**

**Exhibit A1**  
**Scope of Work**

Broad Requirements:

Work together as an extension of the HKTB-USA's in-house Marketing & PR team to:

- Provide strategic consultancy, conceptualization and execution of measurable PR and Social campaigns that contribute to meeting annual KPIs
- Offer a fully integrated approach to public relations engagement that is inclusive of consumer, media, trade and MICE sectors
- Provide all Public Relations, Publicity and Media Co-op services. Examine target market segments and present a detailed yearly PR plan to re-engage U.S. markets through the use of effective PR and Influencer/KOL Engagement
- Develop proactive story angles on an ongoing basis to secure coverage in an ever-changing environment
- Secure a minimum of 12 press stories in blue chip media for the period 1 July 2024 through 30 June 2025
- Engage with US media (and their owned social media channels), with positive messages and innovative campaigns that align with HKTB's global communications strategy
- Develop and manage integrated "Big Idea" campaigns that include PR exposure in traditional media, digital and social platforms, and have effective or significant audience bases influencers and engagement
- Continue to nurture relationships with existing Influencers and KOLs to leverage content and support PR projects for at least two HKTB-approved programs or events in FY24/25. Recommend a minimum of five US-based Influencers and KOLs to expand our efforts in the following verticals: Arts & Culture, Outdoors, Wellness, and Culinary & Nightlife

General:

Operational and Day-to-Day PR & Media Services:

- Create an "always on" press office including consumer and trade media engagements
- Research, evaluate and source earned media opportunities to increase our brand reach and visibility
- Proactively secure broadcast opportunities for the HKTB
- Prepare press releases (estimated 12 per year). In some cases, HKTB will provide press release developed by our HO for agency adaptation
- Promote Hong Kong year-round Mega events and festivals relevant to the U.S., from press release aggressive pitching, ensuring PR releases are aligned in timing through a shared PR content calendar as part of yearly ad plan. Includes a focus on agenda-setting media (such as long-lead calendar listings for PR as well as consumer, trade and online media coverage)
- Mega Events such as New Year's Eve, Chinese New Year, Arts in Hong Kong and Hong Kong Wine & Dine require aggressive hands-on pitching support and detail-oriented reporting
- Pitch HKTB spokespeople for media opportunities such as interviews (estimated two to three interviews or pull quotes per year) with travel trade or panel discussions at key tourism events to discuss campaigns or trends; draft talking points as needed
- Draft custom content (articles/editorial/opinion/advertorial pieces) for publications or

media co-ops as requested by HKTB and produce Monthly e-Newsletter to be distributed to the media by Agency

- Provide sufficient account representation to oversee the HKTB account to fulfill the objectives and plan as directed by HKTB. Provide necessary staff to complete tasks and services as outlined in this Scope of Work. Agency shall provide HKTB with direct access to all persons providing services to or on behalf of HKTB, including at least one staff in Los Angeles

Media & Partnership Management:

a) Relationship Building & Sustaining:

- Maintain contacts and relationships with all relevant print, online and broadcast/streaming consumer, travel and trade media
- Build relationships with US-based Influencers and KOLs and propose activities in line with HKTB's strategic objectives
- Successfully solicit 10 new US-based Influencers or KOLs through June 2025. Management of the Influencer/KOL program to include building relationships through ongoing communications/updates, engaging Influencers/KOLs with mailings/gift items funded by HKTB, development of promising new pitch angles using Influencers/KOLs or inspired by them

b) Press Office Functions

- Manage general media inquiries on behalf of HKTB
- Maintain, update and share media and Influencers/KOLs list
- Coordinate, set up and manage interviews with HKTB senior management
- Manage issues that impact the reputation of HKTB or Hong Kong as a leisure holiday destination
- Organize at least one press event per year as directed by HKTB

c) Content Generation & Distribution:

- Write and issue (after approval from HKTB) press releases and feature stories from either own research or material including images and video supplied by HKTB to relevant print, online and broadcast consumer and/or travel mainstream and trade media channels
- Prior to their release, the Agency will set individual KPIs identifying how many media channels they will approach and provide an estimate of how many media channels will take up the story leads
- When directed by HKTB, the Agency will be required to research and write speeches for HKTB senior management for delivery at a range of events

d) Media Fam Coordination and Escorting:

- Upon request, the Agency shall work with the HKTB to organize individual press trips and/or group media fam trips to qualified journalists and film crews covering topics relevant to HKTB's goal of reviving travel and tourism in Hong Kong
- Agency to recommend and invite media to participate in individual fam trips and at least two group fams including organization, support, staffing and follow-up
- Work closely with HKTB US office and HKTB Head Office in itinerary planning, media

communications, as well as airline, Hong Kong products and attractions negotiations (where appropriate)

- Act as HKTB representative to escort journalists to Hong Kong, if required

e) TV/Streaming Efforts with Strategic Online Video Sponsorship Ideas

- Secure taped, live and streaming television (news, scripted, documentary, etc.), online video and film sponsorship opportunities. In most cases, these will be "pay for play"
- Strategic analysis and successful solicitation of online video sponsorships is a high priority. This should be strategically driven based on research that shows the general types of online video and specific properties or shows that appeal to our GenZ and Millennial targets and intersect with Hong Kong's key pillars
- Secure a minimum of two new TV/streaming shows and two online video shows in FY 24/25, contingent on HKTB funding for such

f) Reporting and Analysis

The Agency will report on a day-to-day basis to HKTB US's Senior Manager of Marketing & Public Relations

The following reports are required:

- A monthly report, various reports for specific initiatives/KPI-driven campaigns responsible by the Agency or as requested by HKTB
- Daily reporting on news related to the HK Government in major US media outlets
- Weekly reporting on articles about Hong Kong and about competitors in US media outlets
- Weekly joint status calls and updates whenever required
- A monthly Travel Landscape report

g) Sentiment Tracking

The Agency will provide a monthly sentiment report that tracks the volume and positive/negative sentiment of Hong Kong, especially related to key issues like US/China relations, Hong Kong National Security Law, and US business sentiment toward Hong Kong. The report will individually cover both press sentiment and consumer sentiment. Other sentiment reports will also be required to track major sensitive issues that flare up

h) Reactive Crisis Communication / Reputation Management

- HKTB handles major crisis communication issues. The Agency's role is limited to the areas below.
- Alert HKTB as to potential negative stories or issues that may need to be dealt with in the media and their social platforms and recommend crisis management activities
- Draft responses and talking points on behalf of HKTB for approval of any media requests
- Monitor / report on any offensive activities on the platforms that may potentially develop into crisis to HKTB

- Provide counsel when needed
  - \*Most crisis work involving creating statements, TPs and managing media requests and interviews is covered under the fee.
    - a. Any crisis work that involves 24/7 monitoring; and extensive reporting would be based on an hourly rate; estimated prior to commencement of work and with client approval
    - b. Crisis situations of much larger magnitude requiring considerable time of senior agency leadership would be based on an hourly rate depending on the length and severity of the incident; estimated prior to commencement of work and with client approval

i) Media Activations

- Develop two activations for US media that generate interest in and awareness of Hong Kong's renewal (no longer a "recovery" but focused on "conversion", driving arrivals to HK in the coming year). Focus on NY market and LA market since not all media will be able to participate in fams. Propose immersive and interactive events leveraging core experiences of Arts & Culture or Dining & Nightlife
  - Develop thoroughly researched ideas that include what Strategy the program covers, the Concept, Marketing impressions and reach, Content program opportunities if applicable and Cost estimates
  - Agency shall make all contact with proposed vendors to develop the Concept. Agency shall assist in logistics for Activations such as arranging and attending calls or meetings with vendor and HKTB; assist with at-event guest handling and media managing

Exhibit B  
Finn Partners Inc. Hourly Rates

Founding Partner	\$500
Senior Managing Partner	\$475
Managing Partner	\$425
Senior Partner	\$385
Partner	\$375
Vice President	\$290
Associate Vice President	\$250
Account Supervisor	\$225
Senior Account Executive	\$200
Account Executive	\$165
Asst. Account Executive	\$140
Partner in Training	\$110

**Signature:** *Katie Roy*

**Email:** katie.roy@hktb.com