

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 Taste of Iceland

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? 02/05/2024
- 8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Strategic planning and execution of ongoing earned media relations supporting Sector 3 Arts & Creative Industries programs and initiatives.

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

See Appendix for Response

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

Yes No

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

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

Yes No 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 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 register⁴ for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes No

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
10/23/2024	Martin Ettlemyer	Sign /s/Martin Ettlemyer
_____	_____	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

October 23, 2024

Martin Ettlemyer



Appendix Response to Item 9

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

Strategic Counsel

Highlight Iceland's culture and creative industries for target markets
Collaborate with Centers and BI, creation of talking points for all 5 Centres
Connect the dots across all activations and BI sectors (TOI, trade shows...)
Take a lead on and have an overview on all activations requiring PR for sector 3
Collaborate or liaise with other agencies working on specific projects in other markets

Proactive Outreach

Support on Business Iceland partner announcements and press release distribution
Coordinate press releases and/or wire distribution as needed for select festivals in Iceland

Media and influencer mailers

Media asset creation, including pitches and briefing documents

Save the dates, invites and proactive media outreach

Media list development & Event support

Reporting

Maintain updated tracker for Sector 3 with FINN and partner agency placements

Monthly reporting through master tracker provided

Newsletter

Draft and distribute quarterly newsletter

Press Trips and Events

Communicate and monitor media invites to select festivals in Iceland

Help organize and collaborate on Press Trips targeting national and industry specific media

On the ground interview facilitation /stakeholder management

Planning and execution of press trips

o Design March festival - April

o Reykjavik International Film Festival - September

o Iceland Airwaves festival - November

o Icelandic Design Awards - November

o (Laufey - Iceland Music - making of the music video press trip Jan (collaboration w. publicist)

Advise, invite 1-2 media, monitor and track third party press trips for festivals in Iceland:

o Dark Music Days

o Stockfish Film Festival

o Ice Docs

o Reykjavik Jazz

o Iceland Noir



**BUSINESS ICELAND SOW
SECTOR 3 – ARTS & CREATIVE INDUSTRIES PR SUPPORT
FEBRUARY – DECEMBER 2024**

Vendor Name:	Finn Partners, Inc.
Date Base Agreement Signed:	March 19, 2021
Title of Base Agreement:	PRCA Contract

This Statement of Work (“SOW”) is entered into and is effective as of February 5, 2024 (“Effective Date”) by and between Business Iceland (“Client”), located at Sundagaroar 2, 104 Reykjavik, Iceland, and Finn Partners Limited (“FINN” or “Agency”), with its principal place of business located at 1st Floor, Broad Street House, 55 Old Broad St., London, England, EC2M 1RX.

This SOW is governed by the terms and conditions of the PRCA Contract (“Agreement”) effective March 19, 2021 by and between Client and Finn Partners Limited. Any capitalized terms used but not defined in this SOW shall have the meanings given to them above in the Agreement. In the event of a conflict between the terms of the Agreement and this SOW, the terms of this SOW shall control.

The Client agrees to pay the Agency for the work outlined below. Any out-of-pocket expenses beyond those related directly to the breakdown of activity below, will be approved in writing by Client prior to being incurred and billed during the term of this Agreement.

Any additional work mutually agreed upon after this SOW is executed will be outlined and executed in separate SOW documents and included as addendums to the Master Services Agreement, once final.

SECTOR 3 – Arts & Creative Industries PR Support

Strategic planning and execution of ongoing earned media relations supporting Sector 3 Arts & Creative Industries programs and initiatives.

Budget: \$12,000 USD/Mo February-December 2024

FINN’s activities for this engagement will be planned through a series of monthly workplans the team develops and finalizes with the client to clearly define the scope of work to be performed for the next month of the engagement. Monthly workplans will align FINN team activities to the monthly \$12,000 retainer budget.

Workplans will be shared and finalized with the client the last week of each month in order to establish a mutually agreed upon scope of work and priorities for the month ahead. The client may choose to pursue activities in addition to the proposed monthly scope. These activities will be scoped and budgeted separately in advance of the work being performed.

Monthly workplans may include some or all of the following activities and events throughout 2024 as budget and resources allow:

Strategic Counsel

- Highlight Iceland's culture and creative industries for target markets
- Collaborate with Centers and BI, creation of talking points for all 5 Centres
- Connect the dots across all activations and BI sectors (TOI, trade shows...)
- Take a lead on and have an overview on all activations requiring PR for sector 3
- Collaborate or liaise with other agencies working on specific projects in other markets

Proactive Outreach

- Support on Business Iceland partner announcements and press release distribution
- Coordinate press releases and/or wire distribution as needed for select festivals in Iceland
- Media and influencer mailers
- Media asset creation, including pitches and briefing documents
- Save the dates, invites and proactive media outreach
- Media list development & Event support

Reporting

- Maintain updated tracker for Sector 3 with FINN and partner agency placements
- Monthly reporting through master tracker provided

Newsletter

- Draft and distribute quarterly newsletter

Press Trips and Events

- Communicate and monitor media invites to select festivals in Iceland
- Help organize and collaborate on Press Trips targeting national and industry specific media
- On the ground interview facilitation /stakeholder management
- Planning and execution of press trips
 - Design March festival – April
 - Reykjavik International Film Festival – September
 - Iceland Airwaves festival – November
 - Icelandic Design Awards – November
 - (Laufey – Iceland Music – making of the music video press trip Jan (collaboration w. publicist)
- Advise, invite 1-2 media, monitor and track third party press trips for festivals in Iceland:
 - Dark Music Days
 - Stockfish Film Festival
 - Ice Docs
 - Reykjavik Jazz
 - Iceland Noir

Terms

A monthly Agency Fee of \$12,000 USD has been designated for approximately 45 hours of staff time each month for the delivery of strategic planning and execution of ongoing earned media relations supporting Sector 3 Arts & Creative Industries programs and initiatives outlined in the SOW above for the period of February 2024 through December 2024. Additional Sector 3 projects will be billed as projects with pre-negotiated budgets and SOWs.

The Agency Fee excludes all out-of-pocket expenses and additional costs associated with the SOW. Additional expenses, including paid influencer partnerships, newswire distributions, and travel expenses, are in addition to the Agency Fee and will be provided to the client in writing for advance approval.

For Client: Taste of Iceland

Kristjana Rós Guðjohnsen (Feb 5, 2024 19:33 GMT)

Name: Kristjana Rós Guðjohnsen

Title: Head of Culture and Creative Industries, Business Iceland

Date: 2/5/24

For Agency: Finn Partners Limited



Martin Ettlemyer

Title: Chief Financial Officer, FINN Partners

Date: 2/5/24