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OMB No. 1124-0004; Expires September 30, 2029

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	2. Registration Number
Finn Partners, Inc.	6212

3. Name of Foreign Principal

Travel Alberta

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? 06/10/2026

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

Public relations activities to promote tourism in Alberta Canada and increase visitors to the province.

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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.

Earned media support for dedicated DMO Initiatives including media vetting, media list development, and press trip support.

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.

11. Prior to the date of registration[2] 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 register[3] 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 register[4] 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

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.

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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
10/30/2026	Martin Ettlemyer	Sign	/s/Martin Ettlemyer
		Sign	
		Sign	
		Sign	

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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 30, 2026	Martin Ettlemyer	

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AMENDING AGREEMENT # 2

("Amendment")

Agreement No.: 23-00617.2

THIS AMENDMENT is made effective as of the **10th of June, 2026** (the "**Effective Date**")

Between:

TRAVEL ALBERTA
an Alberta public agency, having an office
at 400, 1601 9 Avenue SE, Calgary, Alberta T2G 0H4 ("**Corporation**"),
Attention: **Procurement**

-and-

FINN PARTNERS, INC.
a corporation having an office
at 1675 Broadway, New York, NY 10022
("**Contractor**")
Attention: [redacted]

(Corporation and Contractor, collectively the "**Parties**" and each a "**Party**")

BACKGROUND TO AMENDMENT:

A. On **August 8, 2023**, the Corporation and the Contractor entered into General Services Contract # **23-00617** whereby the Contractor agreed to provide certain services to the Corporation, as set out in the agreement, schedules attached to the agreement and in certain circumstances, as set out in Service Request Confirmation Letters issued from time to time pursuant to the agreement, as well as the minor changes incorporated via the amendment agreed to on August 8, 2023 (together, the "**Agreement**").

B. The Corporation and the Contractor wish to enter into this amending agreement #2 (the "**Amendment**") to amend the Agreement, including in certain circumstances, provisions in the schedules to the Agreement.

The parties agree as follows:

AMENDMENT(S):

1) The following provisions in the Agreement are hereby amended and / or deleted and replaced, as follows:

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a) In section 4 (Term) of the General Services Contract , "**June 30, 2026**" is deleted and replaced with "**January 31, 2029**."

b) In Schedule 1, section 1 (Media Relations Services), the following is added as a new bullet to the end of the section:

- **Influencer Services:** end to end influencer marketing services to support the organization's marketing, branding, and campaign objectives, including: influencer strategy development, influencer identification and vetting, outreach and contracting, campaign management and coordination, content review and compliance, payment and administration, performance tracking and reporting, risk management and brand protection and ongoing relationship management.

c) In Schedule 1, under Payments, a new section 7.1 is added:

7.1 Notwithstanding section 7, Corporation may provide Contractor with prepayment for costs related to Influencer Services, as budgeted and agreed to in a particular Service Request, and updated from time to time. Payments made by Contractor to Influencers may be drawn down from this prepayment, and Contractor will provide appropriate reporting to Corporation on these payments as part of its standard invoicing practices.

d) In Schedule 1, section 16 (Rate Schedule), "$22,000 USD per month" in the Flat Fee Service Rates chart is replaced with "$24,000 USD per month".

e) In Schedule 1, under Expenses, a new section 23 is added, as follows:

23. Expenses for Influencers will be reimbursed to Contractor [redacted] for each influencer ("**Influencer Cap**"). Reimbursement of any expenses exceeding the Influencer Cap require pre-approval in writing from the Corporation. For greater clarity:

a. The Influencer Cap set out in this section is intended to cover expenses for food, drinks and travel expenses that may be incurred by influencers and/or their assistants who accompany them. Reimbursement of Contractor's own expenses remain governed by the other sections of this Agreement.

b. Flight, vehicle rental and accommodation for Influencers are not included in the Influencer Cap. Booking, management and payment of these costs will remain responsibilities of the Corporation.

Miscellaneous

2) Except as set out in this Amendment, the Agreement shall remain in full force and effect in accordance with the terms thereof.

3) This Amendment will be governed by and construed in accordance with the laws of the Province of Alberta and the laws of Canada applicable in Alberta and will be treated in all respects as an Alberta contract.

4) This Amendment is of force and effect as of the date first written above.

5) This Amendment may be executed in counterparts, each of which, when executed by a party to this Amendment, will be deemed to be an original and those counterparts will together constitute one and the same instrument. Counterparts may be delivered by facsimile, pdf transmission or other means of electronic communication.

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IN WITNESS WHEREOF the parties hereto have duly executed this Amendment.

TRAVEL ALBERTA

Per: Linda Southern-Heathcott (Jun 20, 2026 22:46:48 MDT)
Signature

Linda Southern-Heathcott
Name of Authorized Officer (print)

Board Chair
Title of Authorized Officer

20/06/2026
Date

FINN PARTNERS, INC.

Per: _____
Signature

Martin Ettlemyer
Name of Authorized Officer (print)

Chief Financial Officer
Title of Authorized Officer

_____
Date

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IN WITNESS WHEREOF the parties hereto have duly executed this Amendment.

TRAVEL ALBERTA

Per: _____
Signature

Linda Southern-Heathcott
Name of Authorized Officer (print)

Board Chair
Title of Authorized Officer

_____
Date

FINN PARTNERS, INC.

Per: Martin Ettlemyer
Martin Ettlemyer (Jun 17, 2026 11:31:36 EDT)
Signature

Martin Ettlemyer
Name of Authorized Officer (print)

Chief Financial Officer
Title of Authorized Officer

Jun 17, 2026
Date

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FY 2026 (JULY 2026-MARCH 2027) DEDICATED PR PROGRAM FOR NORTHSTAR DMO PARTNERS

Service Request: #12

This is a Service Request to the following General Services Contract with Travel Alberta, an Alberta public agency.

Contractor Name:	Finn Partners, Inc.
Date General Services Agreement Signed:	August 8, 2023
Title of Base Agreement:	General Services Contract# 23-00617

The following terms shall apply in addition to the terms of the Agreement:

PROPOSED ACTIVITY AND STATEMENT OF WORK:
EARNED MEDIA SUPPORT FOR DEDICATED DMO INITIATIVES
To better and more thoroughly support the NorthStar DMO partners, FINN will work with Travel Alberta and the primary DMO contact to activate on DMO-specific priority initiatives.

Activity:
Each DMO will have a dedicated account team that functions as an extension of the Travel Alberta core team. The PR program for each partner will be determined on the investment level, as follows:

Tier 1 – Tourism Canmore Kananaskis
- Media vetting
- Management of inbound requests
- Media list development/cross checking for partners to own outreach
- Potential for 1 proactive pitch theme per month, pending number of inbound requests

Tier 2 – Tourism Calgary, Tourism Jasper
- Media vetting
- Management of inbound requests
- Media list development/cross checking for partners to own outreach
- 2 proactive pitch themes per month
- Press trip support (may require dropping to 1 proactive pitch theme per month, depending on monthly priorities)

Tier 3 – Banff Lake Louise Tourism
- Media vetting
- Management of inbound requests
- Media list development/cross checking for partners to own outreach
- 3 proactive pitch themes per month
- Press trip support (1 per quarter) OR 2 trips per year + increase pitch themes to 4
- Briefing books/prep materials for media appointments at trade shows/industry events

TERM
July 1, 2026 – March 31, 2027

BUDGET AND FEE PAYMENT SCHEDULE

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The budget has been designated as follows:

July 2026-December 2026

- $42,000 USD allocated for Travel Alberta, [redacted]
- $10,500 USD allocated for Tourism Calgary; this has already been fully invoiced
- $10,500 USD allocated for Tourism Jasper, [redacted]
- $15,000 USD allocated for Banff Lake Louise Tourism, [redacted]
- $6,000 USD allocated for Tourism Canmore Kananaskis, [redacted]

January 2027-March 2027

- $3,000 USD allocated for Travel Alberta, [redacted]
- $3,000 USD allocated for Tourism Canmore Kananaskis, [redacted]

July 2026 will be invoiced upon execution of the Service Request, with remaining months billed on the first of the month. Payment is due within 30 days of invoice receipt.

FINN will track hours for each NorthStar DMO partner using the contracted blended hourly rate.

The fee does not include any expenses related to travel for media/influencers/agency representatives, media entertainment, mailings, or media gifts. Any expenses will be approved by DMO partner in writing ahead of expenditures.

SPECIAL TERMS

Both parties acknowledge that the NorthStar DMO partners: Tourism Calgary, Tourism Jasper, Banff Lake Louise Tourism and Tourism Canmore Kananaskis are separate entities from Travel Alberta and for the purposes of this Scope of Work, shall be liable for the specific monthly fee as noted above. Agency shall bill such partners separately and agree that Travel Alberta shall have no liability and shall not be responsible for the failure of one of these partners to perform its payment obligations. Notwithstanding the foregoing, should one of the partners fails to make timely payment, Travel Alberta does agree to assist Agency in collection of any past due amounts in its capacity as coordinator of the overall scope of work.

Travel Alberta

Tannis Gaffney (Jun 22, 2026 14:12:12 MDT)

Tannis Gaffney

SVP, CMO

Date: 06/22/2026

Finn Partners, Inc.

Martin Ettlemyer

Martin Ettlemyer (Jun 23, 2026 14:57:48 EDT)

Martin Ettlemyer

CFO

Date: 06/23/2026

FINN PARTNERS

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