

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 Registration Unit in Washington, DC. Statements are also available online at the Registration 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 .33 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, Registration 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 Policy Impact Strategic Communications, Inc.	2. Registration No. 6544
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3. Name of Foreign Principal The Embassy of Hungary
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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. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Policy Impact will provide outreach to the U.S. Government and media on behalf of the Embassy of Hungary in support of its ongoing objectives to improve US-Hungarian relations, by coordinating, facilitating, and managing government affairs activities and media management.

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

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9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? 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.

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EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and 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 of Exhibit B	Name and Title	Signature
May 15, 2019	Benjamin May/COO	/s/ Benjamin May eSigned

Footnote: "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.



May 1, 2019

Ambassador László Szabó
Embassy of Hungary
3910 Shoemaker Street, NW
Washington, DC 20008

Dear Ambassador Szabó:

Policy Impact Communications (“Policy Impact”) is honored to extend its engagement as government relations counsel to the Embassy of Hungary in Washington DC (“Embassy of Hungary”)— build naturally upon the success of the previous contract, providing support services to the Embassy by coordinating, facilitating, and managing government affairs activities and media management.

Policy Impact agrees to perform these services, as an independent contractor, undertaking to provide services with an active, continuous effort throughout the six-month term of this engagement on behalf of the Embassy of Hungary for a flat fee of one hundred and sixty thousand dollars (\$160,000.00), which will be due in two installments: the first following the issuance of a certificate of completion based on the first report to be submitted by Policy Impact due after July 31, 2019; and the second following the issuance of a certification of completion based on Policy Impact’s report due to be submitted at the end of the extended engagement. Payment shall be made within 10 business days following the issuance of the certificate of completion and the submission of the invoice. However, if after receiving either reports, the Embassy of Hungary does not feel that Policy Impact has provided services at the volume or caliber that it expected, it may provide Policy Impact with a letter outlining perceived deficiencies, and may request supplemental information or corrective action. Policy Impact will then make additional efforts over a two-week period to satisfy the expectations of the Hungarian Embassy.

This fee covers all expenses, except for hard costs for outside services that the firm incurs through the representation of the Embassy of Hungary (e.g. the cost of printing, travel, and special event costs)— which will require prior approval. If this approval is not obtained, the embassy will not be responsible for the charges. Additionally, all hard costs—in aggregate—shall not exceed \$15,000 for the term of this contract without an amendment to this agreement. Whenever possible, all hard costs will be paid directly by the Hungarian Embassy or embassy personnel to facilitate diplomatic tax exemption.

Additionally, the Embassy of Hungary may request additional services from Policy Impact outside of the scope of services described above. Policy Impact will provide the embassy with an estimate for these projects or services, which will require written approval prior to Policy Impact performing such services.

We understand that the Hungarian Embassy may provide Policy Impact with information considered confidential and proprietary. To safeguard the trust you have given us, Policy Impact will take all reasonable precautions—treating your confidential materials like its own—to keep that information



safe, and will not share it with others unless we have the Hungarian Embassy's express consent or instruction to do so, or are required by the courts or applicable laws and regulations to do so.

Policy Impact shall be solely responsible for compliance with any and all federal, state, county, and local laws, rules and/or regulations, and lawful orders of public authorities and that, in any manner that could bear on the services provided and this agreement. Omissions of any applicable laws, ordinances, rules, regulations, standards or orders by the Embassy of Hungary shall not relieve Policy Impact of its obligations to comply with all laws fully and completely. Policy Impact shall be responsible for obtaining all necessary permits and licenses required for performance and completion of the services contemplated hereunder.

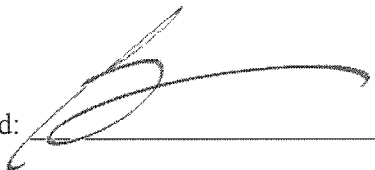
Policy Impact further agrees that it will not represent other parties in a federal agency matter directly adverse to the Embassy of Hungary or advocate contrary positions before the same body or agency on the same issue.

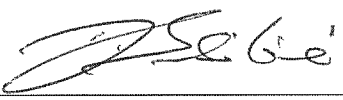
The Embassy of Hungary and Policy Impact will commence this retainer relationship as of May 1, 2019, and it will continue through October 31, 2019. The Embassy of Hungary may terminate this engagement earlier for any reason by providing Policy Impact with sixty (60) day notice. Policy Impact may also terminate this engagement for nonpayment of fees. Upon termination of this agreement by either party, Policy Impact will be entitled (i) to retain all sums previously paid; (ii) to payment of all outstanding unpaid invoices for which a certificate of completion has been issued; and (iii) to payment of invoices for services pro-rated through the date of termination for which a certificate of completion has been issued.

Again, we are honored to be considered part of your team and very much appreciate this opportunity to develop and execute a strategy to help the Embassy of Hungary achieve its objectives in an efficient and cost-effective manner. We will work using the highest standard of professional diligence and care to meet or exceed the expectations of the Embassy of Hungary. We look forward to a rewarding long-term relationship with you.

POLICY IMPACT COMMUNICATIONS

EMBASSY OF HUNGARY IN WASHINGTON D.C.

Signed: 

Signed: 

William Nixon

Ambassador László Szabó

Date: May 1, 2019

Date: _____