INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by 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 this 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 22 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.

<table>
<thead>
<tr>
<th>1. Name of Registrant</th>
<th>2. Registration Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Planning International Corporation</td>
<td>6621</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. Primary Address of Registrant</th>
</tr>
</thead>
<tbody>
<tr>
<td>5201 Blue Lagoon Drive Ste #790</td>
</tr>
<tr>
<td>Miami, FL 33126</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. Name of Foreign Principal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote Iceland</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5. Address of Foreign Principal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Súndagörgönum 2 104 Reykjavik Iceland</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Country/Region Represented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iceland</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7. Indicate whether the foreign principal is one of the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑ Government of a foreign country</td>
</tr>
<tr>
<td>☐ Foreign political party</td>
</tr>
<tr>
<td>☐ Foreign or domestic organization: If either, check one of the following:</td>
</tr>
<tr>
<td>☐ Partnership</td>
</tr>
<tr>
<td>☐ Corporation</td>
</tr>
<tr>
<td>☐ Association</td>
</tr>
<tr>
<td>☐ Committee</td>
</tr>
<tr>
<td>☐ Voluntary group</td>
</tr>
<tr>
<td>☐ Other (specify)</td>
</tr>
<tr>
<td>☐ Individual-State nationality</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8. If the foreign principal is a foreign government, state:</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Branch or agency represented by the registrant</td>
</tr>
<tr>
<td>Ministry of Industries and Innovation</td>
</tr>
<tr>
<td>b) Name and title of official with whom registrant engages</td>
</tr>
<tr>
<td>Daði Guðjónsson, Head of Branding and Strategy, Department of Communications</td>
</tr>
</tbody>
</table>

1 “Government of a foreign country,” as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.
9. If the foreign principal is a foreign political party, state:
   a) Name and title of official with whom registrant engages

   b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:
   a) State the nature of the business or activity of this foreign principal.

   b) Is this foreign principal:
      Supervised by a foreign government, foreign political party, or other foreign principal
      Owned by a foreign government, foreign political party, or other foreign principal
      Directed by a foreign government, foreign political party, or other foreign principal
      Controlled by a foreign government, foreign political party, or other foreign principal
      Financed by a foreign government, foreign political party, or other foreign principal
      Subsidized in part by a foreign government, foreign political party, or other foreign principal
      Yes □ No □  Yes □ No □  Yes □ No □  Yes □ No □  Yes □ No □  Yes □ No □

11. Explain fully all items answered "Yes" in Item 10(b).

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.
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 8TH, 2020 ANTONIO CACERES MARTINEZ


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
   Media Planning International Corporation

2. Registration Number
   6621

3. Name of Foreign Principal
   Promote 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? 09/23/2020

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

   In accordance with the terms of the attached agreement, Media Planning International Corporation performs media planning and buying services in the United States in support of Iceland’s efforts to promote tourism. These services include media planning and buying campaigns involving television advertisements, print advertisements in magazine and newspapers, and digital and social media advertisements.

   The attached agreement was signed and executed between Promote Iceland and Havas Media Frankfurt GmbH on October 1, 2020. The registrant has not started activity in the United States.
9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

General planning and implementing media campaigns designed to amplify content and bring increased awareness to potential tourists coming to Iceland from the U.S. market.

Deliverables include:
- Account Management (strategic leadership, observation, and feedback on media programs and processes; insight, direction, and recommendations across media opportunities; develop detailed media plan; manage timelines for creative delivery and trafficking launches)
- Media Planning, Buying, and Management (development of media plans for recommended channels; negotiation of media programs; Supply of competitive creative executions with media partners; rapid optimization of sites, placements, and delivery
- Monitoring and reporting on the actual placements of advertisements.
- Finance and Billing (manage billing, auditing buy delivery and approval of vendor invoices, payments to media vendors)

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

Media planning and buying services in the United States in support of Iceland’s effort to promote Tourism. These services include media planning and buying for Tourism promotion campaigns involving Television advertisements, print advertisements, and digital and social media advertisements.

11. Prior to the date of registration for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal? Yes ☐ No ☒

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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Contact</th>
<th>Method</th>
<th>Purpose</th>
</tr>
</thead>
</table>


12. During the period beginning 60 days prior to the obligation to register\(^3\) 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 ☒

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

<table>
<thead>
<tr>
<th>Date Received</th>
<th>From Whom</th>
<th>Purpose</th>
<th>Amount/Thing of Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

13. During the period beginning 60 days prior to the obligation to register\(^4\) for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

<table>
<thead>
<tr>
<th>Date</th>
<th>Recipient</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

---

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

OCTOBER 8TH, 2020 ANTONIO CACERES MARTINEZ

__________________________

__________________________

__________________________

__________________________
MASTER SERVICE AGREEMENT

between

Promote Iceland
Sundagörðum 2
104 Reykjavík
Iceland
(hereinafter “Buyer”)

and

Havas Media Germany GmbH
Lindley Straße 8C
60314 Frankfurt am Main
with commercial registration number HRB 41032
(hereinafter “Seller”)

(Buyer and Seller hereinafter collectively referred to as “the parties”)

Preliminary remarks

Buyer is looking to execute integrated marketing initiatives internationally, utilising different media. Marketing activities should preferably combine traditional advertising, social media, digital marketing, traditional & digital PR including broadcast, print and online advertisements. For this purpose, the Buyer will enter into this framework contract with one partner, the Seller, to handle media planning and buying for international marketing campaigns.

Section 1
Subject matter of the agreement

Buyer hereby commissions Seller with media planning and media buying for all offline and online activities for identified key target markets, i.e. USA, Canada, UK and Germany (collectively referred to as “Tier 1 markets”) and Scandinavia, Belgium, Netherlands, Ireland, France, Switzerland, Spain, Italy and China (collectively referred to as “Tier 2 markets”). The target market selection is subject to change, upon the approval of both parties.

Seller can provide Buyer the services described in this document directly and through Seller’s owned and affiliate agencies located in any of the above countries.
Contract documents

The contract is concluded on the basis of the Tender Invitation No. 21197 and the submitted tender of the Seller dated July 3rd 2020, together with relevant attachments and appendices.

The performance of the contract shall be in accordance with the above documents, which constitute a part hereof and any applicable SOW provided by the Seller. In the event of any discrepancy between documents, the documents containing the more stringent requirement to the Seller shall take precedence. If the text of the contract documents is in conflict with the law, then the text of the contract shall be set aside.

From time to time, Seller may give Buyer the option to purchase media, data or content at more advantageous rates than if such services were purchased directly by Seller from the supplier ("Preferred Media") through a media trading company. For these purposes, a "Media Trading Company" is (1) Seller or a company affiliated with Seller which purchases or commits to purchase a volume of media, data or content or which receives media, data or content in exchange for providing something of value to the media at its own cost on its own account (and not for specific clients) as principal not as agent (as is the normal practice); or (2) a non-affiliated company which maintains inventories of media which it purchases on its own account and resells. In doing so, the Media Trading Company will purchase, commit to purchase or receive such Preferred Media and Seller may offer the Preferred Media to clients. The prices charged to Seller's clients for Preferred Media will not be the exact cost paid by Seller or another entity which is the Media Trading Company to the applicable supplier. The prices charged to Seller's clients will include a markup to cover its expenses and risks as well as a profit. Seller may retain some discounts generated by an unaffiliated Media Trading Company. If Buyer desires to purchase Preferred Media, Buyer will authorize the purchase of Preferred Media in writing in a media plan or Media Authorization. Buyer understands that the only audit right it will have with respect to Preferred Media is to audit the performance of the media. Buyer will not have the right to audit any contracts for the Preferred Service nor the amount paid by Seller for the Preferred Service. Nothing contained herein shall obligate Buyer to purchase any Preferred Media.

Section 3
Contract period

The contractual term is three years from the date on which the tender was formally approved.

The agreement may be extended for one year, with the written agreement of both parties, so that the total contractual term may be a maximum of 4 years in total. The agreement may be terminated by either party with three months' notice, at the earliest 4 months after the signing of the contract.

Section 4
Seller's duties - Media planning and buying

A complete strategy regarding media planning & buying shall be developed in co-ordination with concept & strategy for the project. The Seller shall work on defining the target group and advertisement platforms in co-operation with selected partners that work on Concept & strategy for the marketing initiative, public relations, social media, design and production of marketing material for the marketing initiative.

Seller's duties include the following services:
- Administrative; supervision; project management
- Project management for paid activities
- Weekly updates to all relevant partners
- Handle inquiries about paid media platforms
- Co-ordination with relevant partners
- Strategic work and data analysis
  - Development of strategic media plan for purchasing placements of advertisement
  - Analysis, research and competitive information appropriate to the task
  - Econometric analysis
  - Monitor and evaluate effectiveness on the actual placements of advertisements
- Media Planning and buying
  - Sponsorship negotiation, purchasing and management with target group and campaign
  - objectives taken into consideration
  - Supply of competitive creative executions
  - Online digital marketing (e.g. Google AdWords, Unruly, Outbrain)
  - International media services
  - Interactive TV services and other out-of-home ad placements
  - Mobile and non-standard advertising within social media
  - Working with online re-targeting lists
- Monitoring and reporting
  - Monitoring and reporting on the actual placements of advertisements

Section 5
Contractual amount

For projects which fall under this contract the Buyer shall pay an hourly fee as per this chart.

<table>
<thead>
<tr>
<th>#</th>
<th>Service</th>
<th>Hourly rate ISK (Incl. Vat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Administration fee; supervision procedure; Project management</td>
<td>ISK 19.506</td>
</tr>
<tr>
<td>2</td>
<td>Strategic work and data analysis</td>
<td>ISK 8.262</td>
</tr>
<tr>
<td>3</td>
<td>Media buying and planning</td>
<td>ISK 9.035</td>
</tr>
<tr>
<td>4</td>
<td>Monitoring and reporting</td>
<td>ISK 8.402</td>
</tr>
</tbody>
</table>

These amount includes all the costs of the Seller, in any form whatsoever. Contractual amounts are inclusive of all applicable value-added tax regardless of whom it is applied to. The Seller shall not receive additional remuneration from third parties for tasks rendered for Promote Iceland.

Contractual amounts are fixed and in Icelandic króna (ISK). Contractual amounts are based on the approval of the work.

Approved invoices will be paid by Buyer, no later than 30 days after the end of the month in which the service occurred. The final due date shall be the same as the due date.

Invoices shall be sent to:
Promote Iceland  
Sundagardar 2  
104 Reykjavik, Iceland

The invoice shall be submitted when the project component in question has been completed.

Section 6  
Payment Penalty

In the event that delivery is delayed beyond the agreed deadline owing to reasons that cannot be traced to the Buyer, then the Seller shall pay penalties in the amount of ISK 25,000 for each begun calendar day beyond the agreed deadline. The maximum penalty, however, shall be the equivalent of 10% of the amount of each task.

The Buyer can irrespective of the provisions on contractual financial penalty, decide to rescind the contract and demand compensation for delayed delivery. The provisions on contractual financial penalty will only be considered if the Buyer decides not to rescind the contract.

Section 7  
Data protection

Both parties shall ensure that any mailing list or customer database supplied to the other party shall comply with the requirements of all legislation in force from time to time including, without limitation, the applicable data protection legislation, and that each party shall comply with the relevant obligations of the said legislation.

The parties acknowledge that for the purposes of the applicable data protection legislation, the Buyer is the data controller and the Seller is the data processor (where data controller and data processor have the meanings as defined in the legislation).

Without prejudice to the generality of this, the Buyer will ensure that it has all necessary appropriate consents and notices in place to enable lawful transfer of the personal data to the Seller for the duration and purposes of this agreement.

Section 8  
Final provisions

This agreement is subject to Icelandic laws.

Should a provision of this contract be or become ineffective, the effectiveness of the remaining provisions shall not be affected. In this case, the parties will replace the invalid provision with an effective one that comes as close as possible to the economic purpose of the invalid provision.

All additions and changes must be made in writing. The parties' waiver of the written form also requires the written form.

Cases that may arise because of the transactions covered by this invitation to tender shall be referred to the District Court of Reykjavik.
Neither the Seller nor the Buyer will be required to pay compensation if force majeure applies which neither party can be blamed for such as war, fire, natural disaster, strike, lock-out or other such events prevent the performance of this contract.

Section 9
Original copy of the contract

This contract is drawn up in [*] identical copies, one for each contracting party and one for Rikiskaup.

Signature page follows

On behalf of Buyer:  

[Signature]

Witnesses:

__________________

__________________

On behalf of Seller:

[Signature]

ID No.__________________

ID No.__________________