

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 Zeno Group, Inc.	2. Registration Number 6652
---	--------------------------------

3. Name of Foreign Principal Aruba Tourism Authority (ATA)

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? 01/01/2026
- 8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Amend contract to decrease services allocated for PR Activation by \$100,000 and reallocate funds for Responsible Tourism Counsel services by \$100,000 to include Responsible Tourism Corporate Communications Retainer and development of a Responsible Tourism Resource Guide. The SOW Maximum Total Cost, overall fees, and invoicing mechanics remain unchanged.

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

Provide strategic counsel, issues management, media training and media metrics management services.

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.

Provide strategic counsel, issues management, media training and media metrics management services.

11. Prior to the date of registration² 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
------	---------	--------	---------

12. During the period beginning 60 days prior to the obligation to register³ 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 register⁴ 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.

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
06/03/2026	Raquel daFonseca	Sign /s/Raquel daFonseca
_____	_____	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.

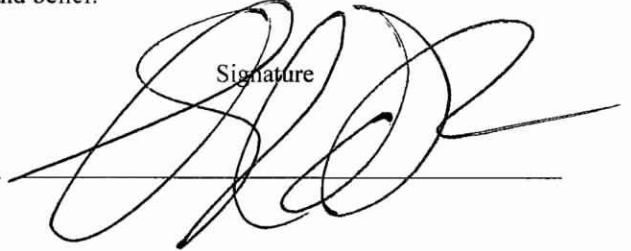
Date

Printed Name

Signature

5-5-26

Laquel daFonseca



Aruba Tourism Authority and Zeno Group, Inc.

AMENDMENT 1 TO STATEMENT OF WORK

PROJECT NAME: A.T.A x ZENO NA Retainer SOW

January 1, 2026 – December 31, 2026

This Amendment 1 ("Amendment") is entered into by and between the Aruba Tourism Authority ("Client") and Zeno Group, Inc. ("Zeno") and amends the Statement of Work titled "A.T.A. x ZENO NA Retainer 2026" dated January 1, 2026 (the "SOW"), pursuant to the Client Services Agreement dated January 1, 2019 (the "Agreement"). Capitalized terms not defined herein shall have the meanings set forth in the Agreement or the SOW.

1. Purpose of Amendment

Client and Zeno desire to amend the SOW to:

- 1.) Decrease the budget allocated to PR Activations by One Hundred Thousand Dollars (\$100,000);
- 2.) Increase the budget allocated to Responsible Tourism Counsel by One Hundred Thousand Dollars (\$100,000); and
- 3.) Amend the scope of services for Responsible Tourism Counsel to include a Responsible Tourism Corporate Communications Retainer and development of a Responsible Tourism Resource Guide..

The SOW Maximum Total Cost, overall fees, and invoicing mechanics remain unchanged.

2. Amended Scope of Services

2.1 PR Activations Amended - \$382,000
<ul style="list-style-type: none"> • To stay nimble and leverage cultural moments, support tentpole events, new-market activations, diversification efforts, or niche-led storytelling, Zeno will execute up to (3) major, PR-led moments designed to drive earned coverage and/or Creator social content. <ul style="list-style-type: none"> ○ Examples include Aruba I Do, Autentico, Media Row, FIFA, Paradise on Tap, or other strategic activations developed to align with A.T.A. priorities • Includes strategic planning, campaign execution, and recap • Weekly meeting, agenda and recap notes specific to each moment as needed • If activation includes on-island visit, Zeno responsible for securing hotel partners and creating itinerary for talent's stay; staffing as needed
2.2 Responsible Tourism Counsel Expanded Scope - \$178,000
<ul style="list-style-type: none"> • Provide always-on counsel from senior-level subject matter experts on an ongoing basis across workstreams to ensure alignment with Responsible Tourism messaging with NA audiences
A. Responsible Tourism Corporate Communications Retainer (Feb – Dec 2026)
<p>This retainer supports ATA in executing responsible tourism efforts and initiatives on-island and communicating around these initiatives with on-island audiences and partners.</p> <p>Zeno will provide:</p>

- Counsel on Responsible Tourism strategy, including senior strategic support for action, communications and stakeholder engagement across ATA's four RT pillars (Local Voices, Culture, Nature and Industry).
 - Specific areas of support to be agreed upon with client based on strategic priorities. For example, we could support initiatives like:
 - Kind Traveler implementation
 - On-island climate action, e.g., hotel industry composting program, National Climate Resilience Council, EV fleet/solar panels
 - ACF voluntourism efforts
- Speechwriting, message development, ad-hoc copy review, and materials (e.g., PowerPoints, one-pagers) for up to two partner presentations
- One review of English language ad/web copy on Aruba.com/us and ATA.aw, with suggested copy edits for priority pages (pages to be determined with client) and strategic recommendations for content ATA could consider developing for use on Aruba.com and/or ATA.aw.

Does not include:

- Extensive web copy development
- Development of materials to be included on Aruba.com/ATA.aw beyond copy edits
- Web design

B. Responsible Tourism Resource Guide (Estimated duration: 3 months)

Zeno will develop a Responsible Tourism Resource Guide of up to six pages of content and a cover. The target audience for this guide is on-island partners (industry and nonprofit) as well as the Government. Zeno will draft:

- Comprehensive, downloadable PDF that consolidates new and existing materials into a cohesive resource, to include:
 - A summary of A.T.A.'s Responsible Tourism positioning, vision, and strategic roadmap for action.
 - Examples of initial actions – including partnerships within the industry – and a CEO message to underscore long-term commitment.
 - Visual imagery representing Aruba, to be sourced from Zeno's existing library
- Our process to develop the resource guide will include:
 - **Information gathering:** Zeno will engage with A.T.A. stakeholders (e.g., Patrick, Dyane) to understand any advancements made on MACS since our last engagement prior to Climate Week
 - **Outline development:** Zeno will develop an outline for the guide to specify the information we recommend including as well as design guidance on format/visuals
 - **Draft development:** Zeno will compile guide copy based on existing materials as well as develop new content.

<ul style="list-style-type: none"> ○ Light design: Zeno will leverage existing approved A.T.A. design templates to lay out the guide in an attractive, branded document ● Client to have up to (2) rounds of review on outline and (3) total rounds of review on draft and designed Resource Guide among key ATA approvers (e.g., CEO, CMO) before finalization <p>Assumes:</p> <ul style="list-style-type: none"> ● 3 month timeline to complete <p>Does not include:</p> <ul style="list-style-type: none"> ● Uploading document to ATA website or any external distribution ● Presentations to stakeholders ● Graphic design services beyond the creation of an initial Word template

Any items not contemplated above will be considered outside the Scope of Services. If Client expands the Scope of Services or increases the time retained, the amount of additional time will be agreed upon and an Addendum will be attached to the current Statement of Work.

3. Amended Budget

This Amendment is a no-cost amendment to the SOW. The SOW Maximum Total Cost remains unchanged.

The budget is amended as follows:

- **PR Activations:** reduced from \$482,500 to **\$382,500 annually;**
- **Responsible Tourism Counsel:** increased from \$78,000 to **\$178,000 annually,** inclusive of:
 - \$78,000 original Responsible Tourism Counsel scope;
 - \$60,000 Responsible Tourism Corporate Communications Retainer from February to December; and
 - \$40,000 Responsible Tourism Resource Guide for an estimated duration of three months.

All other budget line items remain unchanged.

4. General

Except as expressly amended herein, all terms, conditions, and provisions of the Agreement and the SOW shall remain in full force and effect.

Name:	Ronella Croes
Company Name:	Aruba Tourism Authority
Address:	L.G. Smith Blvd 8, Oranjestad, Aruba

Purchase Order. The client Purchase Order number is not required.

ACCEPTED AND AGREED TO ON

ARUBA TOURISM AUTHORITY

ZENO GROUP, INC.

By: 
By: Ronella Croes (Feb 17, 2026 22:45:17 AST)

By: Stephanie Casanova (Feb 17, 2026 12:06:16 EST)

Printed Name: Ronella Croes

Printed Name: Stephanie Casanova

Title: CEO

Title: EVP