

U.S. Department of Justice

Washington, DC 20530

Exhibit A to Registration Statement

Pursuant to the Foreign Agents Registration Act of 1938, as amended

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 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.

1. Name of Registrant

The Ogilvy Group LLC

2. Registration Number

6797

3. Primary Address of Registrant

175 Greenwich Street, 28th Floor, New York, NY 10007

4. Name of Foreign Principal

CEER National Automotive Company

5. Address of Foreign Principal

2912, Prince Saud bin Abdullah bi jalawi St.,, Second
Floor Building 2, Boulevard 2030
Al Qaira District, Riyadh
SAUDI ARABIA 13535-6157

6. Country/Region Represented

SAUDI ARABIA

7. Indicate whether the foreign principal is one of the following:

☐ Government of a foreign country¹☐ Foreign political party☒ Foreign or domestic organization: If either, check one of the following:☐ Partnership☐ Committee☒ Corporation☐ Voluntary group☐ Association☐ Other (*specify*) _____☐ Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official(s) with whom registrant engages

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(s) 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.

They are an automotive company.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Owned by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Directed by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Financed by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal

Yes ☒ No ☐

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

See Appendix for Response

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

09/24/2026

virginia Maycox

Sign

/s/virginia Maycox

Sign

Sign

Sign

Appendix Response to Item 11

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

Item 10(b) Supervised: CEER operates as a joint venture co-founder co-funded by the Public Investment Fund (PIF) - the sovereign wealth fund of the Kingdom of Saudi Arabia - in alignment with Saudi Arabia's national vision 2030 economic diversification objectiveness.

Item 10(b) Owned: CEER is a joint ventured between the Public Investment Fund (PIF) of Saudi Arabia (a state-owned sovereign wealth fund) and Hon Hai Precision Industry Co. ("Foxconn"), a foreign multinational corporation based in Taiwan.

Item 10(b) Directed: Governed jointly by its founding joint venture partners, PIF and Foxconn, with strategic oversight connected to Saudi Arabia's Vision 2030 mandate.

Item 10(b) Controlled: Shared governance and board control through its joint venture owners, PIF (Kingdom of Saudi Arabia) and Hon Hai Precision Industry Co ("Foxconn").

Item 10(b) Financed: Funded through the joint venture partnership between PIF (Saudi Arabia's sovereign wealth fund) and Foxconn.

Item 10(b) Subsidized: Formed under the auspices of PIF to support the Kingdom of Saudi Arabia's Vision 2030 goals.

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

The Ogilvy Group LLC

2. Registration Number

6797

3. Name of Foreign Principal

CEER National Automotive Company

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? 09/18/2026
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Registrant's work for the Foreign Principal is through Burson's affiliate in Riyadh, Kingdom of Saudi Arabia, Gulf Hill and Knowlton For Advertising Company LTD. ("Burson Riyadh"), and not directly with the Foreign Principal. As such, there is no formal agreement between Registrant and the Foreign Principal. However, the agreed upon terms and conditions of the engagement between Registrant and Burson Riyadh on behalf of the Foreign Principal are reflected in the attached Statement of work ("SOW").

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

Registrant will provide public relations support, including, but not limited to, earned media outreach to U.S. media, regarding the CEER World Premiere Event scheduled for 21 September 2026 in Saudi Arabia.

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.

Registrant will provide public relations support, including, but not limited to, earned media outreach to U.S. media, regarding the CEER World Premiere Event scheduled for 21 September 2026 in Saudi Arabia.

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 ☐

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.

Registrant engaged in media relations regarding the CEER World Premiere Event.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
See Appendix for Response			

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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 ☒

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 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 ☒

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

09/24/2026Virginia MaycoxSign/s/Virginia MaycoxSignSignSign

Appendix

Response to Item 11-List

Item 11-List: 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? 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 in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
08/28/2026	Seth Weintraub, Host, Publisher and Editor,	Email	Outreach regarding CEER World Premier Event
08/28/2026	Alan Ohnsman, Senior Editor and Writer	Email	Outreach regarding CEER World Premier Event
08/28/2026	Kirsten Korosec, Podcast Co-Host, Transportation Editor,	Email	Outreach regarding CEER World Premier Event
08/28/2026	Molly Boigon, Tech and Innovation Reporter	Email	Outreach regarding CEER World Premier Event
08/28/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
08/28/2026	Peter Johnson, Electric Vehicle Writer,	Email	Outreach regarding CEER World Premier Event
08/28/2026	Nora Eckert, Autos Reporter	Email	Outreach regarding CEER World Premier Event
08/28/2026	Simon Browning, Business Correspondent	Email	Outreach regarding CEER World Premier Event
08/28/2026	Jeff Perez, Editor-in-Chief	Email	Outreach regarding CEER World Premier Event
08/28/2026	Jo Borrás, Host, Sr. Account Manager EV / Electrifi	Email	Outreach regarding CEER World Premier Event
08/28/2026	Alisa Priddle, Detroit/Auto Editor	Email	Outreach regarding CEER World Premier Event
08/28/2026	Andrew Hawkins, Transportation Editor	Email	Outreach regarding CEER World Premier Event
08/28/2026	Iulian Dnistrian, Daily News Writer	Email	Outreach regarding CEER World Premier Event
08/28/2026	Fred Lambert, Editor-in-Chief	Email	Outreach regarding CEER World Premier Event
08/28/2026	Chris Black, Co-Host, Writer	Email	Outreach regarding CEER World Premier Event
08/28/2026	Joann Muller, Transportation Correspondent	Email	Outreach regarding CEER World Premier Event
08/28/2026	Chad Kirchner, Editor-in-Chief, Vice President,	Email	Outreach regarding CEER World Premier Event
08/28/2026	Mike Wayland, Autos Reporter	Email	Outreach regarding CEER World Premier Event
08/28/2026	Neil Winton, Freelance Reporter	Email	Outreach regarding CEER World Premier Event
08/28/2026	Alexa St. John, Climate Solutions Reporter	Email	Outreach regarding CEER World Premier Event
08/28/2026	John Voelcker, Contributing Editor	Email	Outreach regarding CEER World Premier Event
08/28/2026	Blagojce Krivevski, Editor-in-Chief	Email	Outreach regarding CEER World Premier Event
08/28/2026	Phil Lebeau, Auto and Airline Industry Reporter	Email	Outreach regarding CEER World Premier Event
08/28/2026	Harry McCracken, Global	Email	Outreach regarding CEER World Premier Event

	Technology Editor		
08/28/2026	Stephen Edelstein, Automotive Journalist	Email	Outreach regarding CEER World Premier Event
08/31/2026	Stephen Edelstein, Automotive Journalist	Email	Outreach regarding CEER World Premier Event
08/31/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
08/31/2026	Nora Eckert, Autos Reporter	Email	Outreach regarding CEER World Premier Event
08/31/2026	Jeff Perez, Editor-in-Chief	Email	Outreach regarding CEER World Premier Event
08/31/2026	Alisa Priddle, Detroit/Auto Editor	Email	Outreach regarding CEER World Premier Event
08/31/2026	Iulian Dnistran, Daily News Writer	Email	Outreach regarding CEER World Premier Event
08/31/2026	Chris Black, Co-Host, Writer	Email	Outreach regarding CEER World Premier Event
08/31/2026	Chad Kirchner, Editor-in-Chief, Vice President,	Email	Outreach regarding CEER World Premier Event
08/31/2026	Neil Winton, Freelance Reporter	Email	Outreach regarding CEER World Premier Event
08/31/2026	Alan Ohnsman, Senior Editor and Writer	Email	Outreach regarding CEER World Premier Event
08/31/2026	Blagojce Krivevski, Editor-in-Chief	Email	Outreach regarding CEER World Premier Event
08/31/2026	Seth Weintraub, Host, Publisher and Editor,	Email	Outreach regarding CEER World Premier Event
08/31/2026	Peter Johnson, Electric Vehicle Writer,	Email	Outreach regarding CEER World Premier Event
08/31/2026	Jo Borrás, Host, Sr. Account Manager EV / Electrifi	Email	Outreach regarding CEER World Premier Event
08/31/2026	Fred Lambert, Editor-in-Chief	Email	Outreach regarding CEER World Premier Event
08/31/2026	Mike Wayland, Autos Reporter	Email	Outreach regarding CEER World Premier Event
08/31/2026	Phil Lebeau, Auto and Airline Industry Reporter	Email	Outreach regarding CEER World Premier Event
08/31/2026	Kara Carlson, EV Reporter	Email	Outreach regarding CEER World Premier Event
08/31/2026	Joann Muller, Transportation Correspondent	Email	Outreach regarding CEER World Premier Event
08/31/2026	Molly Boigon, Tech and Innovation Reporter	Email	Outreach regarding CEER World Premier Event
08/31/2026	Alexa St. John, Climate Solutions Reporter	Email	Outreach regarding CEER World Premier Event
09/01/2026	Kirsten Korosec, Podcast Co-Host, Transportation Editor,	Email	Outreach regarding CEER World Premier Event
09/01/2026	Chad Kirchner, Editor-in-Chief, Vice President,	Email	Outreach regarding CEER World Premier Event
09/01/2026	Steven Delatorre, Videographer and Reporter	Email	Outreach regarding CEER World Premier Event
09/01/2026	Simon Browning, Business Correspondent	Email	Outreach regarding CEER World Premier Event
09/01/2026	Andrew Hawkins, Transportation Editor	Email	Outreach regarding CEER World Premier Event
09/01/2026	Nora Eckert, Autos Reporter	Email	Outreach regarding CEER World Premier Event
09/01/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/03/2026	Alan Ohnsman, Senior Editor and Writer	Email	Outreach regarding CEER World Premier Event
09/03/2026	Neil Winton, Freelance Reporter	Email	Outreach regarding CEER World Premier Event
09/03/2026	Chad Kirchner, Editor-in-Chief, Vice President,	Email	Outreach regarding CEER World Premier Event
09/03/2026	Blagojce Krivevski,	Email	Outreach regarding CEER World Premier Event

	Editor-in-Chief		
09/03/2026	Mike Wayland, Autos Reporter	Email	Outreach regarding CEER World Premier Event
09/03/2026	Phil Lebeau, Auto and Airline Industry Reporter	Email	Outreach regarding CEER World Premier Event
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09/03/2026	Alisa Priddle, Detroit/Auto Editor	Email	Outreach regarding CEER World Premier Event
09/03/2026	Chris Black, Co-Host, Writer	Email	Outreach regarding CEER World Premier Event
09/08/2026	Chad Kirchner, Editor-in-Chief, Vice President,	Email	Outreach regarding CEER World Premier Event
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09/10/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/11/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/13/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/14/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/15/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/16/2026	Steven Delatorre, Videographer and Reporter	Email	Outreach regarding CEER World Premier Event
09/17/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/18/2026	Nick Carey, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/18/2026	Chad Kirchner, Editor-in-Chief, Vice President,	Email	Outreach regarding CEER World Premier Event
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09/21/2026	Alexa St. John, Climate Solutions Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Molly Boigon, Tech and Innovation Reporter	Email	Outreach regarding CEER World Premier Event
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09/21/2026	Neil Winton, Freelance Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Justine Calma, Senior Energy and Environment Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	David Marshall, Founder and Executive Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Gabrielle Coppola, Auto Industry Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Grace Kay, Enterprise Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Lloyd Lee, Breaking News/EV Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Robert Channick, Business & Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Lora Kolodny, Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Antuan Goodwin, Cars Reporter	Email	Outreach regarding CEER World Premier Event
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09/21/2026	Andrew Hawkins, Transportation Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Edwin Lopez, Managing Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Chloe Williment, Deputy Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Lawrence Iliff, EV Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Evan Williams, Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Eric Stafford, Senior News Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Abrar Al Heeti, Video Producer and Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Mike Soraghan, Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Kris Holt, Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Lawrence Bonk, Breaking News Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Zoya Mirza, Editor	Email	Outreach regarding CEER World Premier Event

09/21/2026	Lamar Johnson, Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	AJ Dellinger, Contributor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Jim Tyson, Senior Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Dan Zukowski, Transportation Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Aaron Gold, Senior Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Mike Wheatley, Staff Writer	Email	Outreach regarding CEER World Premier Event
09/21/2026	Charlie King, Senior Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Byron Hurd, Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Steve LeVine, Editor, the Electric	Email	Outreach regarding CEER World Premier Event
09/21/2026	Alexandra Skores, Transportation Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Anna Cooban, Business and Economics Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Jared Lindzon, Tech + Work Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Rachel Dawson, Senior Correspondent	Email	Outreach regarding CEER World Premier Event
09/21/2026	Andrew Nusca, Tech Editor/Tech Newsletter Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Mark Oliver, Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Rob Verger, Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Caroline Petrow-Cohen, Business Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Rhiannon Williams, The Download, Tech Newsletter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Casey Crownhart, Senior Climate and Energy Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Jordyn Grzelewski, Senior Enterprise Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Dave Ingram, Tech Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Kara Platoni, Tech Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Matteo Wong, Staff Writer	Email	Outreach regarding CEER World Premier Event
09/21/2026	Rhian Lubin, Senior US Reporter and Writer	Email	Outreach regarding CEER World Premier Event
09/21/2026	Brad Plumer, Staff Writer	Email	Outreach regarding CEER World Premier Event
09/21/2026	Vikas Bajaj, Energy & Transportation Editor	Email	Outreach regarding CEER World Premier Event
09/21/2026	Paul Berger, Logistics and Supply Chain Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Ryan Felton, Staff Writer	Email	Outreach regarding CEER World Premier Event
09/21/2026	Evan Halper, Reporter, CleanTech	Email	Outreach regarding CEER World Premier Event
09/21/2026	Nour Wood, Reporter, WP Intelligence	Email	Outreach regarding CEER World Premier Event
09/21/2026	Keith Laing, Automotive Reporter	Email	Outreach regarding CEER World Premier Event
09/21/2026	Aarian Marshall, Transportation Reporter	Email	Outreach regarding CEER World Premier Event



Statement of Work

This Statement of Work ("SOW"), effective as of August 27, 2026 ("Effective Date"), is being entered into by and between Ogilvy Public Relations Worldwide, LLC, with offices located at 1801 K Street NW Suite 900, Washington, DC 20006 ("Agency"), and Burson Riyadh with offices located at Unit 9, 1st Floor, Raden Commercial Center, Olaya Street, Riyadh 12281, Kingdom of Saudi Arabia ("Client"). This SOW shall set forth the details of the Services and Deliverables to be provided. This SOW may not be altered, changed, or amended except by a writing signed by each of the parties hereto.

1. **Project:** CEER World Premiere

2. **Relationship Manager(s):**

Agency:	Client:
Misha Gutierrez, Ogilvy	Andrew Young, Burson Riyadh

3. **Description of Services:** Agency shall provide the following services to Client ("Services"):

Ogilvy will lead and implement earned media outreach to U.S. media regarding the CEER World Premiere event, which is set for Sept. 21 in Saudi Arabia. The team will facilitate U.S. media interviews in advance of the event, onsite during the event (pending US travel advisory) and post event in an effort to highlight the launch of CEER's flagship vehicles in the U.S. Reporting will be provided throughout the scope of work term.

4. **Description of Deliverables:** As a result of the Services described above, Agency shall provide the following deliverables to Client ("Deliverables") defined by the following service categories:

- Up to two (2) press release distributions (out of pocket costs such as wire distributions not included).
- Pitch U.S. media and conduct follow up for media attendance at the event (media targets to be approved by client before pitching)
 - Manage media conversations with US contacts, and coordinate with Client to handle the travel logistics and travel costs
 - Goal is to secure 10+ media for attendance
- Offer embargoed information to pre-approved media that are unable to attend.
- Prepare background document on each journalist attending the event.
- Offer post event content to media unable to attend.
- Coordinate media interviews in partnership with Client.
- Potentially provide on-ground support and serve as liaison to media in attendance at event.
 - Attendance is pending U.S. travel guidance and need.
- Conduct periodic reporting including:
 - Daily updates regarding media interest and attendance.
 - Launch day, on-the-ground updates on media interest and anticipated coverage (if needed).
 - Media monitoring and coverage reports on the following cadence following the event: 24 hours, 48 hours, 72 hours, 7 days, 1 month.

5. Specifications and Delivery Requirements: As applicable, the Services and Deliverables shall be provided in accordance with the specifications and delivery requirements provided by Burson Riyadh.

6. Milestone Schedule: Services shall be performed, and Deliverables shall be delivered, in accordance with the following milestone schedule (unless otherwise mutually agreed by the parties):

Milestone and/or Deliverable	To be completed and delivered approximately on or around:
Project Kickoff	August 28, 2026
U.S. Media Relations Strategic Implementation	Ongoing
Onsite Support of the World Premiere (TBD)	September 21, 2026
Media Monitoring and Reporting	Ongoing
Project Conclusion	October 31, 2026

7. SOW Term: The term for this SOW shall begin as of the SOW Effective Date and shall continue through October 31, 2026 ("SOW Term").

8. Project Fees; Payment Terms:

- In consideration of performance of the requirements as outlined within this "Scope of Work", Burson Riyadh agrees to compensate The Ogilvy Group, LLC in USD as follows:
 - Fees: \$50,000.00
 - FARA Filing Expense: \$5,000
 - Total Budget: \$55,000

Note: The above budget does not include out of pocket expenses to cover earned media and travel costs such as distribution of a newswire or flights, visa, hotel and meals in KSA. These expenses will be covered by CEER via Burson Riyadh.

- A.** Any deliverables not outlined in the SOW may require additional fees or OOP costs. Client must approve any such additional fees or OOP costs in writing prior to being incurred.
- B.** Any expenses accrued through the duration of the project shall be fully reimbursed to Agency within 30 days.
- C.** Company shall invoice Client for all such Fees in accordance with the following invoicing schedule:

Submit one invoice for full fixed fee and FARA filing expense described in the scope of work by September 18, 2026. A separate invoice with an itemized accounting of any additional out-of-pocket expenses, including appropriate original receipts for travel and other administrative expenses will be delivered upon completion of the project and no later than November 30, 2026.

The Ogilvy Group, LLC

By: Kelly McMullin

Kelly McMullin (Sep 18, 2026 14:40:08 EDT)

[Signature]

Name: Kelly McMullin

[Print Name]

Title: Finance Director

[Print Title]

Burson Riyadh

By: Rijosh Joseph

Rijosh Joseph (Sep 8, 2026 23:26:42 GMT+3)

[Signature]

Name: Rijosh Joseph

[Print Name]

Title: Chief Client Officer

[Print Title]