

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 Certus Insights, LLC	2. Registration Number 6801
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3. Name of Foreign Principal The Kingdom of Saudi Arabia
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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, and the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 11/25/2025

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

Registrant provides survey research services to the Embassy of the Kingdom of Saudi Arabia under a fixed-fee Statement of Work. Registrant conducts quantitative surveys on American attitudes and perceptions of Saudi Arabia and related current events. Services include questionnaire development, sample specification and targeting, survey fielding, programming, data analysis, tabulation, and delivery of research reports.

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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.

Registrant conducts quantitative public opinion surveys measuring American attitudes and perceptions of Saudi Arabia, the Middle East, and related current events. Survey research includes national surveys of US voters, informed voters, and DC Beltway elites. Registrant delivers research reports with data analysis, trend comparisons, and visualizations. Registrant may also provide optional social and news listening reports analyzing media narratives and public discourse.

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

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.

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11. Prior to the date of registration<sup>2</sup> 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<sup>3</sup> 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
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13. During the period beginning 60 days prior to the obligation to register<sup>4</sup> 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
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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
01/27/2026	Andrew Rugg	<input data-bbox="889 457 959 485" type="button" value="Sign"/> /s/Andrew Rugg
_____	_____	<input data-bbox="889 541 959 581" type="button" value="Sign"/> _____
_____	_____	<input data-bbox="889 630 959 669" type="button" value="Sign"/> _____
_____	_____	<input data-bbox="889 709 959 749" type="button" value="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.

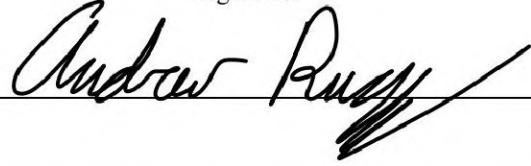
Date

Printed Name

Signature

1-15-2026

Andrew Rugg



Certus Insights

# Statement of Work: American Middle East Issue Tracking, Crown Prince Post-Visit Survey and Optional Media Tracking

Certus Insights, LLC for the Embassy of the Kingdom of Saudi Arabia  
SOW #: K-254

Certus Insights (“Company”) will conduct a quantitative survey for the Embassy of the Kingdom of Saudi Arabia (“Client”) on American attitudes and perceptions of Saudi Arabia and related current events, including attitudes toward the Crown Prince, his relationship with President Trump, and the Crown Prince’s visit to the United States in November 2025. The survey will continue tracking core attitudes using the consistent methodology employed since 2017. An optional Social and News Listening Report may also be conducted.

## Survey

The survey will be conducted among the following three target audiences for a total of N=1,600 interviews.

- N=1,000 national survey of US voters
- N=300 national survey of informed US voters
- N=300 DC Beltway Elites

The survey will be conducted in a manner that maintains continuity with previous trends and surveys. Reports will include a dedicated analysis of MAGA Republicans, including within the DC Beltway Elite audience.

## Social and News Listening

Certus Insights can provide an optional social and news listening report analyzing major narratives and reactions to the Crown Prince’s visit to the United States. This report will identify the leading discussions, themes, and viewpoints across U.S. media and social platforms, including how key political influencers responded to the visit.

The analysis will highlight:

- The most prominent narratives, storylines, and media frames surrounding the visit.
- Differences in tone, emphasis, and criticism across ideological segments.
- Key moments, viral posts, and influential accounts shaping the conversation.
- Emerging risks, misconceptions, or opportunities for proactive communication.

Certus Insights will deliver a concise report summarizing these insights, along with recommendations for how the Embassy may wish to engage, clarify, or expand messaging based on the public conversation.

This social and news listening report can be conducted alongside the survey.

## Certus Insights

### Schedule and Services

Certus Insights will conduct a survey following the Crown Prince's visit to the United States in November 2025. The survey will test issues and discussions that emerge during the visit. The final report will closely analyze changes in attitudes compared to earlier surveys.

Certus will work with the Embassy and project stakeholders to determine the precise timing of the surveys. Certus Insights will deliver a report for the survey within two weeks of the completion of the survey's fielding.

Certus Insights will collaborate with the Embassy and project stakeholders on the development of the survey questionnaire. A final questionnaire will be provided for approval prior to fielding, and project stakeholders will need to approve it before the survey launch.

### Services Provided - Survey

Certus Insights will provide the following services:

- Questionnaire development
- Sample specification and targeting
- Fielding, programming, and data analysis
- Data tabulation
- Reports for the survey (a post-visit survey report with full comparative analysis, including visualizations, trend analysis, and tables)
- Full cross-tabulations and/or the data file will be provided upon request.

### Services Provided – Social and News Listening Report

- Analysis of publicly available social media data as it pertains to Saudi Arabia, the Crown Prince, and his visit to the US.
- Analysis of key conversations, trends, and influencers in the conversation.
- A full report with detailed written analysis and recommendations, including highlights of key conversations, posts, stories, influencers, and narratives.

### Confidentiality

Certus Insights acknowledges that all data, analysis, reports, and other deliverables produced under this Statement of Work are confidential and proprietary to the Embassy of the Kingdom of Saudi Arabia. Certus Insights agrees to maintain the confidentiality of all information obtained or generated in the course of providing the services outlined in this SOW.

### Billing

The Embassy of the Kingdom of Saudi Arabia agrees to pay Certus Insights a fixed fee of **\$68,450** for the survey services specified in this Statement of Work. This fee is inclusive of all costs associated with questionnaire development, sampling, fielding, data analysis, and delivery of the final report.

The optional **social and news listening report** may be added for **\$35,000**, which includes all listening services described in this Statement of Work. This fee is inclusive of all costs associated with data gathering, analysis, and preparation of the listening report.

Certus Insights

All outstanding invoices must be paid in full prior to the launch of any new survey or research project. Invoices will be issued upon delivery of the final report for each survey, and payment will be due within 30 days of receipt of the invoice.

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Optional Services

**Please indicate** whether you wish to include the Social and News Listening Report:

- Yes**, include the Social and News Listening Report as described in this Statement of Work at the specified cost.
- No**, do not include this optional service.

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This Statement of Work has been entered into by **Company** and **Client**, effective as of the date of the last signature below.

**Company:** Certus Insights, LLC

**Client:** The Embassy of the Kingdom of Saudi Arabia

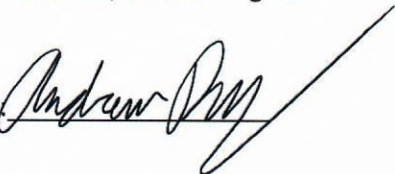
**Signatory:** Andrew Rugg

**Signatory:** Tunqi Aldawish

**Position:** President, Certus Insights

**Position:** \_\_\_\_\_

**Signature:**



**Signature:**



**Date:**

11-25-2025

**Date:**

11-25-2025