

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 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.

1. Name of Registrant 5W Public Relations, LLC	2. Registration Number 7118
---	--------------------------------

3. Primary Address of Registrant
 3 Park Ave, 19th Floor, New York, NY 10016

4. Name of Foreign Principal Zineb El Fakir	5. Address of Foreign Principal PO Box 567075 Dubai UNITED ARAB EMIRATES
--	---

6. Country/Region Represented
 UNITED ARAB EMIRATES

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
 - Corporation
 - Association
 - Committee
 - Voluntary group
 - 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.

Travel & Hospitality

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).

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.

N/A

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
2/28/2024	John Ferrari	
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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 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
5W Public Relations, LLC

2. Registration Number
7118

3. Name of Foreign Principal
Zineb El Fakir

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? 02/12/2024
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Media Relations

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

Media & Public Relations

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act¹.

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.

11. Prior to the date of registration² 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.

Date	Contact	Method	Purpose
------	---------	--------	---------

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

13. During the period beginning 60 days prior to the obligation to register⁴ 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
------	-----------	---------	-----------------------

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
02/28/2024	John Ferrari	/s/John Ferrari
_____	_____	_____
_____	_____	_____
_____	_____	_____

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
2/28/2024	John Ferrari	
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



February 1, 2024

NH COLLECTION HOTEL & HOTEL APARTMENT RENTAL - DUBAI THE PALM L.L.C
zelfakir@nhcollection.com
Zineb El Fakir, Director of Marketing and Communication
Gate Way the Palm Behind Nakheel Mall Palm Jumeirah.
P.O. Box 567075

We are pleased to be selected as Public Relations counsel on behalf of NH COLLECTION HOTEL & HOTEL APARTMENT RENTAL - DUBAI THE PALM L.L.C (the "Client"). Commencing upon execution of this agreement, 5W Public Relations ("5W PR") will devote its best efforts to provide public relations services on behalf of the Client.

FEES

This Agreement, when signed by you, will confirm that you have hired 5W PR as Public Relations counsel commencing February 12, 2024. For services, our monthly fee will be \$5,000 per month, plus expenses.

This Agreement shall remain in effect for a minimum term of six (6) months (the "Minimum Term"). Following the Minimum Term, this Agreement will automatically renew for additional six (6) month terms (the "Renewal Term(s)"). The Agreement may be only terminated with an advanced written notice, thirty (30) days prior to the start of the next Renewal Term. Following twelve (12) months of service and for each subsequent annual renewal, the monthly fee shall increase by 7% over the monthly fee from the year prior.

The total minimum value of this Agreement is \$30,000 and shall be invoiced in monthly installments of \$5,000 each.

If upon receipt of any invoice Client should have any questions, the Client is obligated to take them up directly with 5W PR as soon as possible. Any objections Client may have to any invoice shall be deemed waived if such obligations are not communicated in writing to 5W PR within ten (10) days of Client's receipt of said invoices.

Monthly installment invoices will be due and payable by the Client on the first business day of each month. 5W PR reserves the right to charge a 1.5 % monthly interest charge on unpaid balances after fifteen (15) days.

To initiate activities, 5W PR requests payment of \$5,000, representing the first month of service. Payment is due in advance of the contract's effective date and before any services are to be performed under this agreement.



EXPENSES

A tools and database subscription fee in the amount equal to 4.25% of the retainer fee will be assessed each month to cover media targeting/monitoring, standard measurement and analytics, communication platforms, printing and digital subscriptions. Items such as wire services, article reprints, broadcast clips, travel, meals, mileage and other reasonable out-of-pocket expenditures will be billed separately, in addition to fees. Any expense over \$150 shall require your advance approval. Reimbursements will be made within thirty (30) days of the date that an invoice is rendered to the Client.



SERVICES

Outlined in attached proposal.

Upon request and Client approval, additional services including event support, logistics, and attendance will be an additional per diem fee along with out of pockets expenses. All of which will be paid prior to the activation of said services.

5W PR is a full-service firm that offers a variety of other services, not included here, that can be quoted at an additional fee upon request.

If 5W PR is engaged for crisis communications work, the Client shall be billed separately with an advance retainer payment to be applied against crisis hours worked.

INDEPENDENT CONTRACTOR STATUS AND INDEMNIFICATION

5W PR and all of its employees are independent contractors and not employees of the Client.

Each party agrees to hold the other harmless and indemnify it for any and all claims, lawsuits, judgments or obligations, including counsel reasonable fees, experts' fees and costs of suit arising as a result of work performed pursuant to this Agreement, breach of these terms or any willful misconduct or gross negligence of the initial party, which are not caused by, nor arise from, any act of the other party or its employees or representatives, in whole or in part.

This section does not minimize or restrict the contractual obligations of the Client to reimburse 5W PR for expenses it incurs on behalf of the Client as detailed above. The terms of this section shall survive the termination of this agreement.

NON-SOLICITATION

Recognizing the time and expense of 5W PR's investment in its employees, Client agrees that it shall not directly or indirectly employ, hire or retain any person who is an employee of 5W PR ("Covered Person") during the term of this agreement and for a period of one (1) year following the termination of this agreement; provided, however, that this Section shall not prevent Client or its affiliates from hiring a Covered Person if such Covered Person responds to a general solicitation or advertisement of employment placed by Client.

ATTORNEY FEES & COSTS

Should any disputes or claims arise from or relate to this Agreement, the prevailing party shall receive all costs and expenses, including but not limited to, reasonable attorney fees and court costs, for the collection and/or enforcement of any obligation under this agreement from the non-prevailing party.



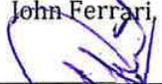
GOVERNING LAW

This agreement shall be governed by the laws of the State of New York. In the event that any dispute should arise under this agreement, the parties agree to waive all jurisdictional and venue objections and to have all such disputes submitted to and heard before the Southern District Court of New York or the Court of the State of New York, New York County. Non-payment shall result in acceleration of the minimum value of this agreement being payable in full. You acknowledge that in the event of such acceleration, the minimum value of this agreement shall be due and payable as minimum liquidated damages because such balance will bear a reasonable proportion to 5W PR's minimum probable loss from your non-payment, the amount of 5W PR's actual loss being incapable to calculate.

Once again, we are pleased to have the opportunity to serve you, and you have the assurance of our very best efforts.

Agreed to and accepted.

By: 
5W Public Relations
John Ferrari, CFO

By: 
NH COLLECTION HOTEL & HOTEL APARTMENT RENTAL - DUBAI THE PALM L.L.C
Manish Jha GM

Client Contact Information

Company mailing address

Email: reservations.ndpj@nhcollection.com

Contact No.: (+971) 4 549 7888

Address: Gate Way the Palm Behind Nakheel Mall Palm Jumeirah.

P.O. Box 567075

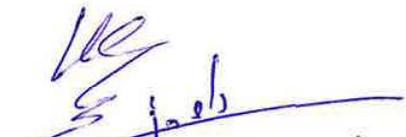
Tax ID: 

Primary account contact

Name: Zineb El Fakir

Phone: +971 54 748 6500

Email: zelfakir@nhcollection.com


03-02-2024





Primary billing contact

Name: Ehab Farouk
Phone: (+971) 056 502 3558
Email: efarouk@nhcollection.com

A handwritten signature in blue ink, appearing to read 'Ehab', is written over the contact information.

Handwritten initials in blue ink, possibly 'E.F.', are located in the bottom right corner of the page.