

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 Basilinna Advisory LLC	2. Registration Number 7515
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3. Name of Foreign Principal  
King Faisal Specialist Hospital & Research Centre - represented by Royspec KFSHRC U.S. procurement branch

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? 05/10/2026
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.
- Basilinna Advisory LLC will provide consulting services to KFSHRC with the goal of achieving global recognition, including managing strategic communications and public relations efforts.

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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.

Basilinna Advisory LLC will provide public relations services including strategic communications and stakeholder engagement to increase brand awareness of KFSHRC's capabilities.

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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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<sup>1</sup> "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.

<sup>2,3,4</sup> 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
06/29/2026	Leigh wedell	<input data-bbox="889 457 959 485" type="text" value="Sign"/> /s/Leigh wedell
_____	_____	<input data-bbox="889 541 959 583" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="889 630 959 672" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="889 714 959 756" type="text" 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
6/29/2026	Leigh Wedell	
_____	_____	_____
_____	_____	_____
_____	_____	_____



## CONSULTING AGREEMENT

This Consulting Agreement (this **Agreement**) is between Basilinna Advisory LLC of PO Box 110850, Naples, FL 34108 (the **Consultancy**) and **King Faisal Specialist Hospital & Research Centre** An independent, Sui Generis, non-profit foundation licensed in the Kingdom of Saudi Arabia, with its registered address at P.O. Box 3354, Riyadh 11211, Kingdom of Saudi Arabia, telephone number 199019, "the **Client**" represented by RoySpec, with its registered address at 7470 Candlewood Road, Hanover, Maryland 21076, USA (the **Client** and together with the Consultancy, the **Parties**). This Agreement shall become effective as of the date of the last authorized signature below ("**Effective Date**").

**WHEREAS** the Consultancy is to be engaged to perform services for the Client for a project called **Newsweek: The World's Best Hospitals Ranking List** as described in **Appendix A** (the **Newsweek Ranking Project**) and for such other services as from time to time may be agreed between them (together the **Services**) on the terms and conditions set out in this Agreement.

**NOW** the Parties agree as follows:

### ENGAGEMENT

1. The Consultancy is engaged from the last signature date for a period of two years broken out as follows: Agreed-upon services will be conducted and completed from the effective date through 31 March 2028 and invoiced accordingly as set out in **Appendix A**. This Agreement will continue until ending on 31 March 2028 (the **Term**), and shall remain in effect thereafter solely for the purposes of invoicing and payment of any outstanding fees, including any success fees, subject to early termination in accordance with clauses 22 to 25.
2. The Services to be performed by the Consultancy are set out in **Appendix A**. The Parties acknowledge and agree that the Services may be subject to amendment and revision during the term of the Project. Any amendments or revisions to the Services during the term of the project shall be subject to a written agreement between the parties. Additional Services unrelated to the Project shall be as agreed by the Parties from time to time but may be accepted or declined by both Parties.
3. The Consultancy is engaged pursuant to this Agreement as an independent contractor and the Parties acknowledge and agree that no relationship of employer-employee, partnership, or principal and agent exists between them. This Agreement does not establish any joint venture, trust, fiduciary, or other relationship other than the consulting contractual relationship expressly provided for under its terms.
4. The Consultancy shall be free to enter into consultancy arrangements with or provide services for other parties and on other projects during the term of this Agreement, but they agree that such other services shall not conflict with the Services provided under this Agreement.
5. As an independent contractor, the Consultancy shall determine when and where they provide the Services whether from their own home or elsewhere. The Consultancy shall supply all their own equipment to perform the Services which shall be in good condition and working order and including but not limited to office furniture and supplies, a computer, laptop, telephone, and the provision of business services including the internet, copying and printing.
6. The Consultancy shall perform the Services diligently and professionally and to the best of their skill, ability, and experience, complying with standards and procedures set by the Client and generally accepted in business. The Consultancy shall report to such personnel of the Client as directed to from time to time.
7. The Consultancy accepts and acknowledges that time of performance is of the essence of this Agreement and shall at all times perform the Services by the dates notified to the Consultancy by the Client from time to time. Failure to deliver in a timely manner may be a good cause for termination of this Agreement in accordance with clause 24. The Consultancy will also make every effort to

Two handwritten signatures in blue ink, one appearing to be a stylized 'B' and the other a more complex signature.

respond in a timely manner, no longer than one week, to all communications whether from the Client or third-parties involved in the Newsweek Ranking Project.

8. Neither party may assign this Agreement or any rights or obligations hereunder, whether directly or indirectly, without the prior written consent of the other party; provided, however, that the Consultancy may elect to engage subcontractors in connection with the performance of its Services hereunder with proper written consent of the Client.

#### FEES

9. The Consultancy shall be paid the fees set out in **Appendix A**. Fees shall be paid on a bimonthly basis from **Effective Date** to 31 March 2028. **The first invoice will be issued in May 2026, upon the signing of the agreement for the amount of \$511,000 (Five hundred and eleven thousand). Followed by bimonthly invoices of the amounts in Appendix A from June 2026 to December 2027. As success fee deliverables are fulfilled, they will be billed on the upcoming invoice following their completion.** The total fees will reflect the set deliverables for the period as expressed in **Appendix A**. The Success fees for the ranking will be invoiced separately as outlined in **Appendix A** and invoiced in April 2027, and March 2028, if success metrics are met. Payment for other Services shall be as agreed between the Parties.
10. As an independent contractor, the Consultancy shall be solely responsible for all fiscal obligations applicable to the fees paid to them under this Agreement in their country of residence including tax and National Insurance contributions, or whatever is the local equivalent in their country of establishment.
11. The Consultancy shall be responsible for all expenses incurred in connection with the performance of the Services as otherwise expressly agreed in advance with the Client and subject to the provision to the Client of appropriate receipts and documentation. The Client shall reimburse the Consultancy bimonthly for all travel and/or entertainment (with the exception of New York and Washington D.C.) related expenses incurred by the Consultancy or its employees in performing the Services, including, air travel, ground transportation, lodging, meals, tips and wireless internet. In addition, the Client is solely responsible for the fees associated with but not limited to any potential paid media campaigns, conference sponsorships, and marketing ads or events-related fees such as catering or venue rental. The Consultancy will gain preapproval from the Client for any individual expense greater than \$500.
12. The Consultancy shall submit an invoice for the bimonthly fee and any agreed expenses for each applicable billing period, by the fifth working day of the following month.
13. Invoices shall be in U.S. dollars unless exceptionally agreed with the Client and shall be payable in U.S. dollars by bank transfer. Invoices shall include the following details: Consultancy's name; Consultancy's address; the name and address of their bank (Chase Bank); their bank account number (597018731) and SWIFT code (CHASUS33). The Consultancy only possesses bank accounts in the United States and all payments shall be payable to those accounts.
14. The Client will make payment to the Consultancy for Services satisfactorily performed within thirty (30) working days of receipt of each invoice.
15. At the discretion of the Consultancy, services may be suspended for clients who have invoices 60 days or more past due. The Client will receive notice of suspension via email a week in advance, and service will only resume once payment is received or when the Consultancy is notified of when payment will be made.
16. If the Client has any queries concerning an invoice, it shall notify the Consultancy as promptly as possible, latest within thirty (30) days of receipt. The Parties will seek to resolve any differences promptly and in good faith. The Client will pay the undisputed portion of any invoice on a timely basis. Any invoice submitted more than thirty (30) days after the end of the month in which the Services are performed shall be payable at the sole discretion of the Client.



### INTELLECTUAL PROPERTY RIGHTS

17. In performing the Services under this Agreement, the Consultancy will produce textual and visual materials (**Textual and Visual Materials**) for the Client in which intellectual property rights (**IPR**) will be created. For the purposes of this Agreement, IPR means copyright, rights related to copyright such as moral rights and performers' rights, patents, rights in inventions, rights in Confidential Information, know-how, trade secrets, trademarks, geographical indications, service marks, trade names, design rights, rights in get-up, database rights, databases, data exclusivity rights, approvals, utility models, domain names, business names, rights in computer software, topography rights, the right to sue for infringement, unfair competition and passing off, and all similar rights of whatever nature and, in each case:
- a. Whether registered or not;
  - b. Including any applications to protect or register such rights;
  - c. Including all renewals and extensions of such rights or applications;
  - d. Whether vested, contingent or future; and
  - e. Wherever existing.
18. In consideration of the fees payable and paid to the Consultancy under this Agreement, the Consultancy hereby:
- a. Assigns to the Client with full title guarantee, any and all IPR created or produced by the Consultancy such assignment to operate in all jurisdictions throughout the world;
  - b. Waives any moral rights the Consultancy may have vested in the IPR;
  - c. Undertakes to do all such acts and execute all such documents as may be necessary to give effect to the assignment and waiver in any jurisdiction;
  - d. Undertakes not to use the IPR for any purpose other than that contracted for in this Agreement except with the prior written consent of the Client; and
  - e. Upon request, undertakes to deliver to the Client any original textual or visual material created as part of the project or produced by the Consultancy in their possession, custody or control in any form (including but not limited to original artwork, or copies in printed or electronic form) without keeping any copies unless expressly agreed by the Client.
19. The Consultancy hereby warrants that the Visual and Textual Material created or produced by the Consultancy is their original work and does not infringe the IPR of any third party; that any IPR of a third party that may be incorporated into the Visual and Textual Material is done so with the full knowledge and permission of the Client and the third-party owner of the IPR and that no third party has any IPR which would enable them to interfere with the publication or use by the Client or its licensees of the Visual and Textual Material. The Consultancy hereby indemnifies and holds harmless the Client from and against any liability, costs (including legal costs), damages, loss, action, claim or proceedings arising directly or indirectly as a result of a breach of the foregoing warranties.

### CONFIDENTIALITY

20. Each party will use reasonable efforts to keep confidential all information and materials so designated by the other party and to limit access to such information and materials to those with a need to know for purposes of performing this Agreement. Notwithstanding the foregoing, each party acknowledges that information and materials shall not be deemed confidential for the purposes of this Agreement if such information and materials: (i) become publicly available through no wrongful act or breach of any obligation of confidentiality on the receiving party's part; (ii) are, at the time of disclosure, lawfully known to the receiving party without restriction on disclosure; (iii) are independently developed or obtained by the receiving party without breach of this Agreement; (iv) are required to be disclosed by law or applicable legal process; or (v) are authorized for release by the disclosing party. The Consultancy shall have the right to utilize any publicly available work product to demonstrate examples of the Consultancy's work and in order to seek industry awards for the Consultancy's work.



#### INDEMNIFICATION

21. The Consultancy shall indemnify and hold harmless the Client, its directors, officers, employees and agents from and against all third-party claims, demands, actions, liabilities, causes of action, injuries, lawsuits, judgments, settlements, and expenses, including attorney's fees and other defense costs, arising from the acts or omissions of the Consultancy, or the Consultancy's breach of a provision of this Agreement. This Clause 21 shall survive the expiry or termination of this Agreement.

#### FORCE MAJEURE

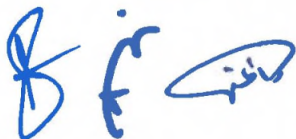
22. In this Agreement, Force Majeure means an event or sequence of events beyond the control of a Party preventing or delaying it from performing its obligations under this Agreement. A Party shall not be liable if delayed or prevented from performing its obligations under this Agreement provided that it promptly notifies the other of the Force Majeure event and its expected duration and uses reasonable endeavors to minimize its effects.
23. If due to Force Majeure, the Consultancy is unable to deliver a Service or Services for a period of more than seven (7) days the Client may at its sole discretion engage another Consultancy to complete the Services deducting the cost of doing so from fees otherwise payable to the Consultancy or terminate this Agreement pursuant to clauses 24 and 25.

#### TERMINATION

24. Either Party may terminate this Agreement (or the Consultancy's Services in relation to the Newsweek Ranking Project or other Services provided under this Agreement) at any time without cause but subject to thirty (30) days' prior written notice. Termination shall be effective on the date specified in the notice of termination provided such date is at least thirty (30) days after the delivery of such notice, unless the Parties mutually agree to an earlier or later termination date.
25. Either Party may also terminate this Agreement (or the Consultancy's Services in relation to the Project or other Services provided under this Agreement) at any time for good cause. The term "good cause" includes:
- a. A breach of the other Party's obligations under this Agreement if such breach is not cured within fifteen (15) days of receipt of written notice of the breach;
  - b. Termination pursuant to clause 23.
  - c. An action of the other Party that would in the reasonable judgment of the terminating Party jeopardize the reputation of the terminating Party; and/or
  - d. The cancellation of the Newsweek Ranking Project or any other project on which the Consultancy may be engaged for Services under this Agreement.
26. Termination for good cause shall be effective immediately upon written notice.

#### EFFECTS OF TERMINATION

27. On termination of this Agreement, the Consultancy shall provide an invoice to the Client within fifteen (15) days for any Services performed since their last invoice to the date of termination and the Client will provide payment to the Consultancy in accordance with clause 14.
28. Termination of this Agreement whether on expiry of the Term or earlier termination in accordance with clauses 22 to 25 shall terminate the obligations of the Parties save for the Client's obligation to make payments for services satisfactorily performed prior to the date of termination and the Consultancy's continuing obligations under clause 19.
29. Within five (5) days of termination of this Agreement, the Consultancy shall return to the Client such hard copy documents relating to the Project as the Consultancy has in its possession custody or control or at the Client's request, destroy such documents. As far as technically possible the Consultancy shall also delete from the Consultancy's computer, laptop, tablet and phones all



documents held in digital form, all emails and email addresses, all telephone numbers and all electronic messages relating to the Project and the Services provided by the Consultancy under this Agreement.

30. Clauses 16 to 21, and 31 shall survive the expiry or termination of this Agreement.

#### GOVERNING LAW. DISPUTE RESOLUTION

31. This agreement shall be governed by Delaware Law for any and all controversies, disputes, demands, counts, claims, or causes of action, including the interpretation and scope of this clause, and the arbitrability of the controversy, dispute, demand, count, claim, or cause of action between the parties to this Agreement, and/or any employee, agent, successor, or assign of any of the parties to this Agreement, arising from, regarding, or relating to the Services, or this Agreement shall exclusively be settled through binding and confidential arbitration administered by the American Arbitration Association in accordance with its Commercial Arbitration Rules. The arbitration shall be conducted before one commercial arbitrator with substantial experience in resolving commercial contract disputes. Judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction thereof.

#### NOTICES

32. All notices under this Agreement shall be in writing and shall be delivered to the other Party by email at the email address provided below or such other email address as the Party may provide by notice pursuant to this clause 32. Notices sent by email shall be deemed received at noon on the first business day following the date on which the notice is sent (or when actually received if the sender receives an acknowledgment that the email has been received).

- a. If to the Consultancy: [Leigh.Wedell@basilinna.com](mailto:Leigh.Wedell@basilinna.com)  
With a copy to: [Lisa.Castro@basilinna.com](mailto:Lisa.Castro@basilinna.com)
- b. If to the Client: [mwahad@kfshrc.edu.sa](mailto:mwahad@kfshrc.edu.sa)

#### ENTIRE AGREEMENT AND AMENDMENTS

33. This Agreement contains the entire agreement between the Parties. It supersedes in all respects any and all prior oral or written agreements or understanding pertaining to the Services to be performed pursuant to this Agreement. This Agreement shall be amended or modified only by written addendum signed by both Parties.

#### Counterparts

34. This Agreement is executed in two (2) original counterparts, with each Party retaining one signed copy. The Parties acknowledge and agree that this Agreement may be executed by electronic signatures, which shall have the same legal effect as original signatures. Electronic signatures may be in the form of a digital signature or a scanned copy of the signed document transmitted via email or other electronic means.

Three handwritten signatures in blue ink are visible. The top two are larger and more stylized, while the third is smaller and more cursive.

**IN WITNESS WHEREOF**, the Parties have signed this agreement on the Effective Date first written above.

**Basilinna Advisory LLC**

By:  Date: 10 May 2026  
Leigh Wedell  
COO & President

**King Faisal Specialist Hospital & Research Centre - represented by RoySpec**

By:  Date: 10 MAY 2026  
Dr. Bjorn Zoega  
DGCEO for Clinical & Academic Affairs & CEO, Riyadh Hospital



APPENDIX A



KFSHRC - Deliverables & Billing Schedule 2026

Month	Deliverables	Cost Per Deliverable/Item (\$ USD)	Fee to be billed (\$USD) annually
May	Rankings/ Overall Strategy	16,000	511,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) Expenses	50,000	
	KFSHRC Book	100,000	
	Rankings/ Overall Strategy	16,000	
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) #1 & #2	80,000	
	Sponsorships, Partnerships & Events Support	41,000	
July	Rankings/ Overall Strategy	16,000	201,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) #3	40,000	
	Sponsorships, Partnerships & Events Support	41,000	
	Rankings/ Overall Strategy	16,000	
	Third Ranking Strategy & Efforts	40,000	

September	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	211,000
	Owned Events (6 Roundtables/ Salon Dinners) Expenses	50,000	
	Sponsorships, Partnerships & Events Support	41,000	
November	Rankings/ Overall Strategy	16,000	322,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) #4 & #5	80,000	
	Sponsorships, Partnerships & Events Support	41,000	
	Owned Events (6 Roundtables/ Salon Dinners)#6	40,000	
	Sponsorships, Partnerships & Events Support	41,000	
<b>Total fee annually</b>			<b>1,245,000</b>
<b>Optional Success Fee</b>	Success Fee Potential (Third Ranking - 100,000, Award and profile raising - 40,000, Media placement - 100,000, Sponsorships, Partnerships & Events Support - 50,000, KFSH Deal - 25,000)		315,000
<b>Success Fee</b>	If the agency (Basilinna) increases KFSH&RC's Newsweek ranking from the current slot of 153 and breaks into:		2 ranking survey cycles: March 2027 and March 2028
	· Top 100. Success fee is USD50k		
	· Top 75. Success fee is USD75k		
	· Top 50. Success fee is USD100k		
	· Top 20. Success fee is USD200k		
<b>Grand total fees (MIN)</b>			<b>1,245,000</b>
<b>Grand total fees (MAX)</b>			<b>1,760,000</b>



**KFSHRC - Deliverables & Billing Schedule 2027**

Month	Deliverables	Cost Per Deliverable/ Item (\$ USD)	Fee to be billed (\$USD) annually
January	Rankings/ Overall Strategy	16,000	270,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) Expenses	50,000	
	KFSHRC Book	100,000	
March	Rankings/ Overall Strategy	16,000	241,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) #1 & #2	80,000	
	Sponsorships, Partnerships & Events Support	41,000	
May	Rankings/ Overall Strategy	16,000	201,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) #3	40,000	
	Sponsorships, Partnerships & Events Support	41,000	
July	Rankings/ Overall Strategy	16,000	211,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) Expenses	50,000	

	Sponsorships, Partnerships & Events Support	41,000	
October	Rankings/ Overall Strategy	16,000	241,000
	Third Ranking Strategy & Efforts	40,000	
	Media (Strategy, Relationship Building, Thought leadership & Media Placement)	64,000	
	Owned Events (6 Roundtables/ Salon Dinners) #4 & #5	80,000	
	Sponsorships, Partnerships & Events Support	41,000	
December	Owned Events (6 Roundtables/ Salon Dinners)#6	40,000	81,000
	Sponsorships, Partnerships & Events Support	41,000	
<b>Total fee annually</b>			<b>1,245,000</b>
<b>Optional Success Fee</b>	This will be linked to client satisfaction by email based on item deliverable. Success Fee Potential ( Third Ranking - 100,00 , Award and profile raising - 40,000, Media placement - 100,000, Sponsorships, Partnerships & Events Support - 50,000, KFSH Book - 25,000		315,000
<b>Success Fee</b>	If the agency (Basilinna) increases KFSH&RC's Newsweek ranking from the current slot of 153 and breaks into:		2 ranking survey cycles: March 2027 and March 2028
	· Top 100. Success fee is USD50k		
	· Top 75. Success fee is USD75k		
	· Top 50. Success fee is USD100k		
	· Top 20. Success fee is USD200k		
<b>Grand total fees (MIN)</b>			<b>1,245,000</b>
<b>Grand total fees (MAX)</b>			<b>1,760,000</b>
<b>Grand total fees (2 Year MIN)</b>			<b>2,490,000</b>
<b>Grand total fees (2 Year MAX)</b>			<b>3,520,000</b>