

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 Craft Media Digital	2. Registration Number 7655
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3. Primary Address of Registrant
 1600 K Street NW, suite 300, Washington, DC 20006

4. Name of Foreign Principal Embassy of Switzerland in the U.S.A	5. Address of Foreign Principal 2900 Cathedral Avenue, NW Washington, DC 20008
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6. Country/Region Represented
 SWITZERLAND

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
 Embassy of Switzerland in the U.S.A.
- b) Name and title of official(s) with whom registrant engages
 Marcellus Rolle

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.

b) Is this foreign principal:

- | | | |
|---|------------------------------|-----------------------------|
| Supervised by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Owned by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Directed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Financed by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> | No <input type="checkbox"/> |

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.

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
09/30/2025	Brian Donahue	<input data-bbox="886 405 954 443" type="text" value="Sign"/> /s/Brian Donahue
_____	_____	<input data-bbox="886 491 954 529" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="886 577 954 615" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="886 663 954 701" 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

September 29, 2015

BRIAN DONAHUE



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 Craft Media Digital	2. Registration Number 7655
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3. Name of Foreign Principal
Embassy of Switzerland in the U.S.A

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? 09/04/2025
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.
Internal strategic communications consulting and support, and media training services. Services have not yet begun formally to be performed.

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

Craft will provide the above services in an advisory capacity, consulting with the client's internal team on an "as-needed" basis. Craft will not be engaged in any external public-facing services for this client.

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.

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.

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 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
06/23/2025	Embassy of Switzerland	Technical services (development & maintenance for internal Embassy website - no public communication services	\$ 17,500.00

\$ 17,500.00

Total

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
09/30/2025	Brian Donahue	<input data-bbox="889 457 959 485" type="text" value="Sign"/> /s/Brian Donahue
_____	_____	<input data-bbox="889 541 959 581" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="889 630 959 669" type="text" value="Sign"/> _____
_____	_____	<input data-bbox="889 718 959 758" 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

September 29, 2015

BRIAN DONAHUE



CRAFT | Media/Digital

Statement of Work

Date: August 28, 2025

To: The Embassy of Switzerland in the United States of America

From: CRAFT | Media/Digital

Re: Strategic Communications and media training services

This Statement of Work "SOW", under the Master Services Agreement dated August 28, 2025, between CRAFT | Media/Digital "CRAFT" and The Embassy of Switzerland in the United States of America "Client" sets forth the parties' understanding pursuant to which CRAFT shall provide the below-specified Services to Client.

1. Project Overview

CRAFT Media/Digital will provide strategic communications and media training services.

2. Points of Contact

Your points of contact for this project are Brian Donahue, Wes Battle, Renee Fuentes, Elizabeth Fanning, who can all be reached at the following contact information:

§ Brian Donahue | CEO and Founder | bdonahue@craftdc.com | (202) 997-5650

§ Wes Battle | Senior Vice President | wbattle@craftdc.com | (202) 617-6395

§ Elizabeth Fanning | Associate Director | efanning@craftdc.com | (978) 758-9778

§ Renee Fuentes | Associate Director | rfuentes@craftdc.com | (904) 347-8929

3. Timetable

CRAFT will begin this engagement upon execution of this agreement and work towards Client's communications milestones and prepare any adaptive communications strategies and reactive messaging.

The duration of this engagement is anticipated to last for sixty (60) days following the execution of this agreement. Any extensions to this engagement under the terms of this SOW shall be mutually agreed upon between CRAFT and Client, and communicated in writing.

4. Payment Schedule

CRAFT shall provide Client with an invoice for all amounts due. Payment will be invoiced on the following schedule.

Project Fees:

Retainer Fee (\$50,000):

- Covers the two-month period (August 28 - October 27, 2025)
- To be invoiced upon signature of this agreement and due within 5 business days.

Video (\$12,500):

- CRAFT will create a 5-minute video combining client-provided footage and animation of the Swiss Impact web design to promote the Swiss Impact initiative at the Swiss Embassy's annual Soirée Swiss.

Any invoice not paid within 60 days of receipt shall be subject to a 15% late payment penalty.

5. Expenses and Travel

Client agrees to reimburse CRAFT for all reasonable and necessary expenditures, which are directly related to services provided in this agreement. Travel expenditures are not included in the overall budget herein. CRAFT will obtain pre-approval for all expenditures via written communication, including email. Reimbursable expenditures include, but are not limited to, expenses related to approved travel (i.e., airfare, hotel, car rental, meals, parking, taxis, mileage), printing, collateral, etc. Client will reimburse expenses incurred by CRAFT within 30 days of CRAFT's proper written request for reimbursement.

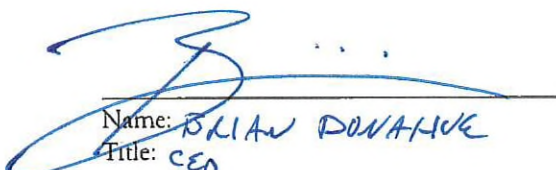
6. Change Orders


Any changes to the scope of this project, as outlined herein, may affect the stated budget and timeline. All such changes, including changes to deliverables, designs, or specifications, must be submitted in writing and approved by both parties. A change order form will be sent to Client for review and approval and will describe the change, and the effect the schedule and budget, if any. Client's written approval to change orders must be provided to CRAFT before we will proceed with the requested changes. Change orders are regarded as amendments to this SOW.

AGREED TO AND ACCEPTED:

CRAFT MEDIA/DIGITAL, LLC

**THE EMBASSY OF SWITZERLAND IN
THE UNITED STATES OF AMERICA**


 Name: BRIAN DONAHUE
 Title: CEO


 Name: HEURNER
 Title: Ambassador

**CRAFT | Media / Digital, LLC
Master Services Agreement**

ARTICLE 1: The Parties

1.01 This Agreement is entered into as of this 28th of August, 2025 by and between **CRAFT | Media / Digital, LLC**, 1600 K Street NW, Suite 300, Washington, DC 20006 ("CRAFT"), a limited liability company organized under the laws of Virginia, and **The Embassy of Switzerland**, ("Client") located at 2900 Cathedral Ave NW, Washington, DC, 20008.

ARTICLE 2: Recitals

2.01 WHEREAS, CRAFT has experience in and specializes in providing various communications services "Services"; and, Client desires to retain CRAFT to provide such Services.

NOW THEREFORE, the undersigned parties agree that CRAFT shall provide the Services to Client for good and valuable consideration and subject to the terms and conditions set forth herein.

ARTICLE 3: Duties of CRAFT

- 3.01 The details of the Services that CRAFT agrees to provide to Client shall be set out in subsequent work orders "Statements of Work" under this agreement. Each Statement of Work, upon execution by both parties, shall by this reference be incorporated in and made a part of this agreement. Each Statement of Work shall specify the services to be performed by CRAFT and the payment terms for such services, as well as any other details specified by the parties.
- 3.02 The services shall be provided according to timelines that shall be agreed upon in written communication between Client and CRAFT.
- 3.03 The Services shall be provided by employees or independent contractors of CRAFT that have appropriate expertise. CRAFT warrants that all Services under this Agreement shall be performed and completed in a professional, ethical, and competent manner.
- 3.04 This Agreement shall be effective as of the date first written above, the "Effective Date," and shall continue until terminated in accordance with Paragraph 5.01 of this Agreement.
- 3.05 CRAFT shall treat all information received from Client in the course of performing Services under this Agreement as confidential and shall make all reasonable efforts to guard and treat it as such unless instructed otherwise by Client or unless such information clearly is in the public domain or disclosure is mandated by law or court order.

ARTICLE 4: Duties of Client

- 4.01 Client agrees to provide to CRAFT, on a timely basis, any and all information necessary or appropriate for CRAFT to carry out its duties under this Agreement.
- 4.02 Client agrees to remit payment to CRAFT according to the terms and conditions set forth in subsequent Statements of Work under this agreement.

- 4.03 Client acknowledges that Client may have access to written, computerized, oral, and other confidential information or databases, which is highly proprietary to CRAFT, and the disclosure of which, beyond Client and its employees, is not authorized. Client agrees that it will not disclose or use any confidential information, in any form, for any purpose, except with CRAFT's express, written, prior approval or with the express written, prior approval of such designee as CRAFT may choose. This provision does not apply to information already in the public domain through no fault of Client, or disclosure required by law or court order.
- 4.04 Client and CRAFT agree that for a period of 12 months immediately following the termination of this Agreement, both will not directly or indirectly entice, encourage or otherwise solicit current employees of the other to leave their employment with CRAFT/Client without the prior written approval of CRAFT/Client.

ARTICLE 5: Survivability, Termination and Choice of Law

- 5.01 Either party may terminate this Agreement upon 30 days written notice to the other party at the address provided for the other party in Article 1.
- 5.02 This Agreement shall be interpreted and governed by the laws of the Commonwealth of Virginia. The parties agree that any action or proceeding arising out of, or relating to, this Agreement and all claims related to such action or proceeding may be heard and determined in a court with jurisdiction sitting in the Commonwealth of Virginia.
- 5.03 Upon termination of this Agreement, Client shall remain liable for all payments for services (pro-rated if appropriate) rendered through the date of termination.
- 5.04 All rights of the parties under this Agreement shall survive the conclusion or termination of this Agreement. Any terms and provisions of this Agreement regarding governing law and venue shall survive the expiration or termination of this Agreement and shall continue to bind the parties, their successors, and their representatives.
- 5.05 Neither party shall be liable in damages for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its ability to control including but not limited to technical impossibility, mechanical, electronic, or communications system failure, acts of God, government action, wars, insurrections and/or any other cause beyond the reasonable control of the party whose performance is affected.

ARTICLE 6: General Provisions

- 6.01 CRAFT shall act as an independent contractor in performing the Services described in this Agreement. Nothing contained herein shall be deemed to create a joint venture between CRAFT and Client or make CRAFT the agent, employee, or partner of Client.
- 6.02 All advertising placements made by CRAFT are subject to a standard 15% agency commission unless a different commission rate is contracted for in a relevant Statement of Work under this agreement. All commissions will be calculated using the gross placement amount.
- 6.03 The failure of either party hereto at any time to require performance by the other party of any provision of this Agreement shall in no way affect the right of such party thereafter to enforce the same, nor shall any waiver of any breach of any provision hereof by the other party be taken or held to be a waiver by such party of any succeeding breach of such provisions, or as a waiver of the provision itself.

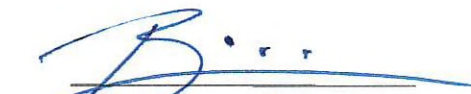
- 6.04 Client agrees to indemnify CRAFT and hold it harmless from any costs or expenses, including attorney fees, resulting from any and all liability or loss arising from the negligence or willful misconduct of Client in connection with the performance of the terms of this Agreement. CRAFT agrees to indemnify Client and hold it harmless from any costs or expenses, including attorney fees, resulting from any and all liability or loss arising from the negligence or willful misconduct of CRAFT in connection with the performance of the terms of this Agreement.
- 6.05 If any action is brought to enforce, construe, or determine the validity of any term or provision of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees and costs of the action. However, neither party, in such an action, shall be entitled to an award of damages or fees exceeding the total dollar amount of services contracted for in the relevant statement of work under this agreement.
- 6.06 This Agreement may be executed in counterparts, each of which when so executed shall be deemed an original and all of which together shall constitute one and the same instrument. The counterparts of this Agreement may be executed by electronic signature and delivered by facsimile, scanned signature, or other electronic means by any of the parties to any other party and the receiving party may rely on the receipt of this Agreement so executed and delivered as if the original had been received.
- 6.07 This Agreement, and any Statements of Work, and/or Attachments, duly executed by both parties, constitutes the entire understanding between CRAFT and Client with regard to the subject matter of this Agreement and supersedes any and all written or oral prior agreements and understandings between the parties. No subsequent amendment or change shall be binding upon the parties unless in writing and signed by both parties.

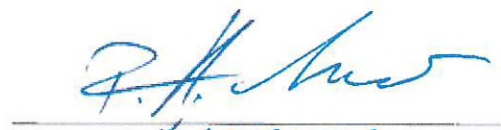
IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.

AGREED TO AND ACCEPTED:

CRAFT | Media / Digital, LLC

Embassy of Switzerland


 Name: BRIAN DONAHUE
 Title: CEO


 Name: HECKER
 Title: Ambassador