

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

Piro, Inc.

2. Registration Number

7732

3. Name of Foreign Principal

Havas Media Germany GmbH on behalf of the Israel Government Advertising Agency (LaPam)

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? 07/20/2026
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Piro, Inc. will provide strategic communications and media relations services in connection with LaPam's engagement on behalf of the State of Israel.

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

Piro, Inc. will provide strategic communications and media relations services in connection with LaPam's engagement on behalf of the State of Israel.

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.

Activities may include the creation and dissemination of factual, source-supported informational materials intended to educate the U.S. public regarding Israel and related issues through publicly distributed content.

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 ☐ 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 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 ☐

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 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 ☐

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

07/29/2026Daniel RosenbergSign/s/Daniel RosenbergSignSignSign

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.

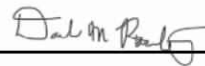
Date

Printed Name

Signature

7-29-26

Daniel Rosenberg



HAVAS MediaLindleystraße 8c
60314 Frankfurt am Main
GermanyT: + 49 (0)69 - 60 32 92 0
F: + 49 (0)69 - 60 32 92 133Piro Inc.
244 Fifth Ave. / Suite 2144
NY, NY 10001

Date: 20/07/2026

Work Order – Fact-Based Content Initiative**Scope of Services**

Piro, Inc. is engaged to provide strategy, research, editorial development, creative, production, distribution planning, and related services for a fact-based public-information content initiative undertaken on behalf of the Israel Ministry of Foreign Affairs. The initiative will develop and disseminate accurate, substantiated, and accessible content concerning Israel and other relevant subjects identified by the Client and the Israel Ministry of Foreign Affairs.

SERVICE	DATE	AMOUNT (USD)
Commencement of engagement; project alignment, research initiation, and editorial planning (Month 1)	TBD	\$50,000
Second monthly installment; continued content development, production coordination, and distribution planning (Month 2)	TBD	\$50,000
TOTAL		\$100,000

All dates are subject to contract execution and client approval. This work order is issued in connection with services to be disclosed pursuant to the Foreign Agents Registration Act (FARA), 22 U.S.C. § 611 et seq



Havas

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DANIEL ROSENBERG (Jul 20, 2026 11:29:03 EDT)

Piro Inc



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Germany

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Piro Inc.
244 Fifth Ave. / Suite 2144
NY, NY 10001

Date: 30/04/2026

Work Order – Digital Storytelling Pilot

Scope of Services

Piro, Inc. is engaged to provide digital content strategy, creative development, video production oversight, and campaign advisory services in connection with a pilot digital communications program. Services include audience research, content architecture, scriptwriting, asset production, distribution planning, iterative performance analysis, and final program evaluation. All content is developed for distribution via digital and social media platforms in the United States.

SERVICE	DATE	AMOUNT (USD)
Section 1 – Strategy & Content Development Audience research and segmentation analysis; content strategy and messaging framework development; creative brief and test architecture design; scriptwriting and narrative development across all content variants; content review and approval process management.	TBD	\$190,000
Section 2 – Production Oversight & Creative Direction Creative direction and oversight of video asset production; editorial supervision across all content variants; quality control and compliance review; platform-format versioning and delivery coordination.	TBD	\$80,000
Production Hard Costs Video production costs including director and crew fees; on-camera talent casting and usage rights; location fees and logistics; camera, lighting, and equipment rental; post-production including editing, color grading, and sound design; music licensing; final delivery and format versioning.	TBD	\$400,000
Section 3 – Distribution Advisory & Program Evaluation Campaign launch advisory and channel strategy consultation; ongoing performance monitoring and	TBD	\$95,000



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SERVICE	DATE	AMOUNT (USD)
optimization guidance; coordination with media and measurement teams; interim insight reporting; final program evaluation including content effectiveness analysis and recommendations for future programming.		
Strategy & Media Consultation Fee Digital media channel strategy; platform selection and allocation rationale; media-to-content alignment consultation; coordination with designated media buying team.	TBD	\$35,000
Measurement & Analytics Independent third-party measurement partner fees; campaign performance tracking setup and configuration; pilot-period analytics reporting; post-pilot measurement support and data analysis.	TBD	\$100,000
TOTAL		\$900,000

All dates are subject to contract execution and client approval. This work order is issued in connection with services to be disclosed pursuant to the Foreign Agents Registration Act (FARA), 22 U.S.C. § 611 et seq

Havas

DANIEL RYSENBERG (Apr 30, 2026 10:50:43 EDT)

Piro Inc