

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? 10/21/2026
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Piro, Inc. will provide research, factual verification, creative development, video production, and post-production services under an additional \$200,000 work order with Havas Media Germany GmbH on behalf of the Israel Government Advertising Agency (LaPam). Deliverables include 3-5 approximately 15-second videos in horizontal and vertical formats. Media buying, distribution, and independent measurement are excluded from Piro's scope.

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

Piro, Inc. will research, verify facts, develop scripts and creative concepts, and produce 3-5 short-form videos concerning Israel and the U.S.-Israel relationship. The videos will address factual inaccuracies and encourage further information seeking, for distribution to audiences in the United States. Piro will deliver completed video assets but will not undertake media buying, distribution, or independent measurement under this work order.

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.

See Appendix for Response

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.

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
10/27/2026	Daniel Rosenberg	 /s/Daniel Rosenberg
10/27/2026	Tim Piper	 /s/Tim Piper
		
		

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.

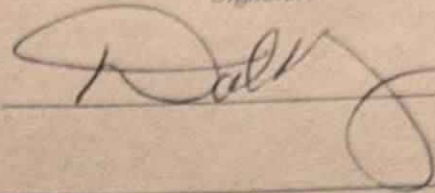
Date

Printed Name

Signature

10/27/26

Daniel Rosenberg



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
27 October 2026	Tim Piper	
_____	_____	_____
_____	_____	_____
_____	_____	_____

Appendix Response to Item 10

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

Piro, Inc. will provide research, factual verification, creative development, and video production services for a public-information initiative undertaken on behalf of the Israel Ministry of Foreign Affairs. Activities include developing and producing 3-5 short-form videos presenting verified facts concerning Israel and the U.S.-Israel relationship, addressing factual inaccuracies, and encouraging further information seeking. The content is intended for distribution to audiences in the United States and may influence public perceptions of Israel and its relationship with the United States. Piro's activities under this work order are limited to content development and production and do not include lobbying, media buying, distribution, or independent measurement.

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60314 Frankfurt am Main
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F: +49 (0)69 603292133Piro Inc.
244 Fifth Ave. / Suite 2144
NY, NY 10001

Date: 21/10/2026

Work Order Fact Based Video Content Pilot**Scope of Services**

Piro, Inc. will provide research, factual verification, creative development and video production services for a public-information initiative undertaken on behalf of the Israel Ministry of Foreign Affairs. The videos will share verified facts concerning Israel and the U.S.-Israel relationship, address factual inaccuracies, and encourage further information seeking, for distribution to audiences in the United States.

SERVICE	SCHEDULE	AMOUNT (USD)
Creative development, research and source verification; production and post-production of 3-5 videos of approximately 15 seconds each, in horizontal and vertical formats.	25% (\$50,000) - kickoff package delivered (workplan, research plan, production schedule). 25% (\$50,000) - scripts presented for all 3-5 videos. 25% (\$50,000) - initial production cuts delivered for all videos. 15% (\$30,000) - post-production review cuts delivered in horizontal and vertical formats. 10% (\$20,000) - final video assets delivered. <i>Invoices are issued after each completed milestone is delivered; payment terms are Net 30.</i>	\$200,000
TOTAL FEE		\$200,000

Media buying, distribution and independent measurement are outside Piro's scope. Additional deliverables or material scope changes require written approval.

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.

This Work Order covers the video pilot described above. Any additional commercial or legal terms will be agreed in writing before commencement.

Havas Germany acts solely in the capacity of a booking agent for the client. Havas Germany is not responsible for the content of the campaigns.


 ppa. 

Havas Media Germany GmbH


 DANIEL BERNBERG FOR PIRI INC.

Piro Inc.