

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement
Pursuant to the Foreign Agents Registration Act of
1938, as amended**

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant

Marathon Strategies LLC

2. Registration Number

6289

3. Name of Foreign Principal

Consulate General of Japan NY

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. What is the date of the contract or agreement with the foreign principal? March 9, 2020
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

This amendment is to give notice of a change to Exhibit B filed with respect to the Consulate General of Japan NY. Registrant has entered into a supplemental agreement via written correspondence with this principal dated March 9, 2020.

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

Sentiment analysis of media coverage and public affairs strategies of Japan and the coronavirus

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

Yes No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation or dissemination of informational materials.

11. Prior to the date of registration² for this foreign principal did the registrant engage in any registrable activities, such as political activities, for this foreign principal?

Yes No

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities.

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 for this foreign principal, did the registrant receive from the foreign principal any contribution, income, money, or thing of value either as compensation on, 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
02/24/2020	Japan Consulate of Japan	Monthly Consulting Fee	\$10,300
03/16/2020	Japan Consulate of Japan	Monthly Consulting Fee	\$10,300
03/18/2020	Japan Consulate of Japan	Project Fee	\$10,000

\$30,600

Total

13. During the period beginning 60 days prior to the obligation to register⁴ for this foreign principal, did the registrant spend or disburse any money in furtherance of or in connection with its activities on behalf of the foreign principal?

Yes No

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.

Date	To Whom	Purpose	Amount
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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 Exhibit B to Registration Statement, 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
March 19, 2020	Phil Singer	<input data-bbox="889 443 959 480" type="button" value="Sign"/> /s/ Phil Singer eSigned
March 19, 2020	Anthony Hoglebe	<input data-bbox="889 529 959 567" type="button" value="Sign"/> /s/ Anthony Hoglebe eSigned
March 19, 2020	Paul Blake Christy	<input data-bbox="889 615 959 653" type="button" value="Sign"/> /s/ Paul Blake Christy eSigned
		<input data-bbox="889 699 959 737" type="button" value="Sign"/>



**MARATHON
STRATEGIES**

To: Consulate of Japan
From: Marathon Strategies
Date: March 5, 2020
RE: Coronavirus Report Proposal

- **Media Analysis**

- A close analysis of relevant news articles, op-eds, and commentary on Japan's response to the coronavirus. Issues that are of interest include: PM Abe's decision to close schools in Japan, Japan's handling of the Crown Princess cruise outbreak, Olympic preparations in light of the coronavirus, and generally any stories concerning Japan's response to the coronavirus. Articles will be reviewed from the following U.S. news outlets:
 - Reuters
 - Washington Post
 - New York Times
 - Wall Street Journal
 - Bloomberg
 - Associated Press
 - CNN
 - CNN Money
 - USA Today
 - Daily Beast
 - TIME
 - Forbes
 - Newsweek
 - NY Post
 - NY Daily News
 - Foreign Policy
 - The Hill
 - Politico
 - Huffington Post
 - Fortune
 - Los Angeles Times
 - NBC, CNBC, ABC, FOX, CBS
 - Vox
 - Vice
- Sentiment analysis of U.S. news coverage of Japan and the coronavirus.
- Identification of top influencers commenting on Japan's coronavirus response.

- **Public Relations Strategy**

- Develop a communications strategy for engaging with influencers, politicians, and others who are critical of the Japanese government's coronavirus response.
- Identify third parties for engagement regarding Japanese response to coronavirus.
- Draft key messages to effectively communicate the Japanese government's efforts to contain the coronavirus outbreak.

s

Barbara Suarez

From: Blake Christy
Sent: Thursday, March 19, 2020 12:33 PM
To: Barbara Suarez
Subject: FW: Coronavirus Report Scope of Work

From: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Date: Tuesday, March 10, 2020 at 3:02 PM
To: Blake Christy <blake@marathonstrategies.com>
Subject: RE: Coronavirus Report Scope of Work

Director Murakami is on the phone right now. I will call you as soon as he finishes.

Miyuki

From: Blake Christy <blake@marathonstrategies.com>
Sent: Tuesday, March 10, 2020 1:15 PM
To: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>; Jane Hardey <jane@marathonstrategies.com>; MURAKAMI KENJU <kenju.murakami@mofa.go.jp>
Subject: Re: Coronavirus Report Scope of Work

Miyuki—Could you actually call me via the following conference line:

Number: 781-448-4673
Pin: 70027

From: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Date: Tuesday, March 10, 2020 at 11:19 AM
To: Blake Christy <blake@marathonstrategies.com>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>, Jane Hardey <jane@marathonstrategies.com>, MURAKAMI KENJU <kenju.murakami@mofa.go.jp>
Subject: RE: Coronavirus Report Scope of Work

Blake,

Thank you for the confirmation. I will call to your cell phone at 3 p.m. today.

Besides that, could you send me the invoice?

While the contract for this particular project is not necessary, I need to send the invoice to Tokyo.

Talk to you later.

Best,
Miyuki

From: Blake Christy <blake@marathonstrategies.com>
Sent: Tuesday, March 10, 2020 11:09 AM
To: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>; Jane Hardey <jane@marathonstrategies.com>; MURAKAMI KENJU <kenju.murakami@mofa.go.jp>
Subject: Re: Coronavirus Report Scope of Work

Great, 3pm works. What number should we reach you at?

Best,
Blake

From: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Date: Tuesday, March 10, 2020 at 9:27 AM
To: Blake Christy <blake@marathonstrategies.com>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>, Jane Hardey <jane@marathonstrategies.com>, MURAKAMI KENJU <kenju.murakami@mofa.go.jp>
Subject: RE: Coronavirus Report Scope of Work

Good morning Blake,

We can have a phone call discussion about the report at 3:00pm today on Tuesday.
Please let me know if it works for you.

Best,
Miyuki

From: Blake Christy <blake@marathonstrategies.com>
Sent: Monday, March 9, 2020 9:33 AM
To: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>; Jane Hardey <jane@marathonstrategies.com>
Subject: Re: Coronavirus Report Scope of Work

Morning Miyuki,

Hope you had a nice weekend!

Does 3pm today work for a phone call with Jane and I? Let me know.

Thanks,
Blake

From: Blake Christy <blake@marathonstrategies.com>
Date: Friday, March 6, 2020 at 4:23 PM
To: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>, Jane Hardey <jane@marathonstrategies.com>
Subject: Re: Coronavirus Report Scope of Work

Great. Let's schedule a call on Monday to talk through next steps. Are you available at 3pm on Monday? My colleague Jane, Marathon's managing director and COO, will also be joining the call.

-Blake

From: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Date: Friday, March 6, 2020 at 2:18 PM
To: Blake Christy <blake@marathonstrategies.com>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>, Jane Hardey <jane@marathonstrategies.com>
Subject: RE: Coronavirus Report Scope of Work

Dear Blake,

Thank you for checking in! I was about to e-mail you, really. Issues with your company are on top of my list.

Thanks to your cooperation, I turned in the proposal to Tokyo last night, and we are able to secure \$15,000 for this project. Your proposal looks great and covers the essential points that I would like you to include. The next step is to discuss more details. I would like to know the style of the report or how you write it.

I would also like to discuss the statement of work to renewal of the contract some time next week.

Please call me if you have any comments or additional info.

Thank you.

Best,
Miyuki
212-418-4459 or 917-816-4789

From: Blake Christy <blake@marathonstrategies.com>
Sent: Friday, March 6, 2020 2:00 PM
To: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>; Jane Hardey <jane@marathonstrategies.com>
Subject: Re: Coronavirus Report Scope of Work

Dear Miyuki,

Checking in to see if you have any questions with our proposed scope of work.

Thanks,
Blake

From: Blake Christy <blake@marathonstrategies.com>
Date: Thursday, March 5, 2020 at 6:56 PM
To: KUBO MIYUKI <miyuki.kubo@mofa.go.jp>
Cc: JapaneseConsula <japaneseconsulate@marathonstrategies.com>, Jane Hardey <jane@marathonstrategies.com>
Subject: Coronavirus Report Scope of Work

Dear Miyuki,

Attached is the scope of work that we can complete for the 15K budget. Please let me know if you have any questions and if you'd like me to explain any of it in more detail.

For an additional cost we could work with our partner polling company on an American sentiment survey. We will not be able to get you an estimate today, but the additional cost will depend on the scope of the survey. A survey could include all or some of the following components:

- **U.S. Business Community:** Survey how the U.S. business community views the Japanese response to the coronavirus and how it will influence trade, investment, and willingness to do business in Japan.
- **Political Influencers:** Survey how political influencers view the coronavirus and Japanese governments response.
- **American Public:** Poll Americans' views of Japan's handling of the coronavirus and their willingness to travel to Japan at this time.

Best,
Blake



Blake Christy
Senior Associate
Phone: (212) 672-0059
Mobile: (609) 774-5657
marathonstrategies.com



New York, NY
Albany, NY
Washington, DC

Proud to be one of Inc Magazine's 5000 fastest growing companies in America.

Invoice #2020-1167

Customer Customer email
 Send later Cards Bank transfer

\$15,000.00

Receive payment

Last Delivery: Sent by email to miyuki.kubo@mofa.go.jp at Mar 11, 9:59 am Eastern Daylight Time

Billing address: Consulate General of Japan in New York, 299 Park Ave, 19th Floor, New York, NY 10171
 Terms: Due on receipt Invoice date: 03/11/2020 Due date: 03/11/2020
 Shipping to: Consulate of Japan, Consulate General of Japan in New York, 299 Park Ave, 19th Floor, New York, NY 10171
 P.O. Number: Sales Rep:

Invoice no.

#	SERVICE DATE	PRODUCT/SERVICE	DESCRIPTION	QTY	RATE	AMOUNT	TAX	CLASS
1		Communication Income	For consulting services rendered related to Coronavirus Media Report	1	15,000	15,000.00		
2								

Subtotal \$15,000.00

Message on invoice
 This will show up on the invoice.

Taxable subtotal

Let QuickBooks calculate your sales tax

Shipping

Total \$15,000.00

Message on statement
 If you send statements to customers, this will show up as the description for this invoice.

Balance due \$15,000.00

Attachments Maximum size: 20MB
 Drag/Drop files here or click the icon
[Show existing](#)

- Activities
- 03/12/2020 7 DAYS AGO
 Consulate of Japan Viewed this invoice. 03/12, 12:30 pm Eastern Daylight Time
 - 03/11/2020 8 DAYS AGO
 Consulate of Japan Viewed this invoice. 03/11, 6:39 pm Eastern Daylight Time
 - Consulate of Japan Viewed this invoice. 03/11, 6:32 pm Eastern Daylight Time