

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 in print and 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 CMGRP, Inc., d/b/a Rogers & Cowan	2. Registration Number 6769
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3. Primary Address of Registrant
 1840 Century Park East, 18th Floor, Los Angeles, CA 90067

4. Name of Foreign Principal Consulum FZ LLC	5. Address of Foreign Principal Loft Office 401, Building 2, Entrance E, PO Box 502676 Dubai Media City, Dubai UNITED ARAB EMIRATES
6. Country/Region Represented SAUDI ARABIA	

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:

<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee
<input checked="" type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group
<input type="checkbox"/> Association	<input type="checkbox"/> Other (<i>specify</i>) <u>N/A</u>

Individual-State nationality N/A

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
N/A

b) Name and title of official with whom registrant engages
N/A

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 with whom registrant engages
N/A

- b) Aim, mission or objective of engagement
N/A

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.

Consulum FZ is an international strategic communications consultancy that provides communications services to government, corporate and private entities. Consulum FZ was hired by the General Culture Authority of Saudi Arabia (GCA) - a foreign government agency - to provide certain communications consultancy services. Consulum hired Rogers & Cowan to support GCA at the 2018 Cannes Film Festival.

b) Is this foreign principal:

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

11. Explain fully all items answered "Yes" in Item 10(b).

N/A

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.

Consulum is privately owned.

U.S. Department of Justice
Washington, DC 20530

OMB No. 1124-0006; Expires May 31, 2020

Exhibit A to Registration Statement

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 A 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

12/11/2019

Joshua Kaufman



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

CMGRP, Inc., d/b/a Rogers & Cowan

2. Registration Number

6769

3. Name of Foreign Principal

Consulum FZ LLC

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? 04/10/2018
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Rogers & Cowan was hired to execute a publicity campaign to support the Saudi Film Council, General Cultural Authority, the Saudi leadership delegation and Saudi filmmakers (collectively, the "Saudi Film Clients") at the 2018 Cannes Film Festival.

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

See Appendix 9 for response.

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.

Rogers & Cowan's services were intended to reach private decision makers in the US entertainment industry to promote the Saudi Arabian film industry.

11. Prior to the date of registration² for this foreign principal did the registrant engage in any activities, including political activities, for or render any services to 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.

All activities were engaged in and completed prior to the date of registration.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
		See Appendix 11 for response	

12. During the period beginning 60 days prior to the obligation to register³ 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
See Appendix 12 for response			

13. During the period beginning 60 days prior to the obligation to register⁴ 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
See Appendix 13 for response			

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
12/11/2019	Joshua Kaufman	/s/Joshua Kaufman
_____	_____	_____
_____	_____	_____
_____	_____	_____

OMB No. 1124-0004; Expires May 31, 2020

U.S. Department of Justice
Washington, DC 20530

Exhibit B to Registration Statement

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

12/11/2019

Joshua Kaufman



Response to Item 9

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

Rogers & Cowan was hired to deliver and perform a campaign to promote the Saudi Film Clients at the 2018 Cannes Film Festival. The campaign included the following activities:

- Writing and distributing press releases;
- Arranging feature stories before, during and after the 2018 Cannes Film Festival;
- Acting as a press liaison;
- Creating and managing social media activity;
- Developing and executing a digital strategy;
- Creating content for distribution;
- Arranging for speaking opportunities;
- Reinforcing and building a positive image for Saudi Arabia and Saudi film projects; and
- Promoting Saudi-film industry news.

Response to Item 11

Question 11: Prior to the date of registration for this foreign principal did the registrant engage in any activities, including political activities, for or render any services to this 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

Date	Contact	Method	Purpose
04/09/2018	THE NEW YORK TIMES (LOS ANGELES BUREAU)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE WALL STREET JOURNAL (NY)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE WASHINGTON POST	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THEWRAP.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THEYOUNGFOLKS.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THRILLIST	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	TIME MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	TRUE HOLLYWOOD TALK	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	TV5 MONDE (RENDEZ-VOUS D'AMERIQUE)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	UNITED PRESS INTERNATIONAL	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	USA TODAY (LOS ANGELES)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VANIDADES MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VANITY FAIR	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VANITYFAIR.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VARIETY (LOS ANGELES)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VICE.COM (ETATS-UNIS)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VILLAGE VOICE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VME TV	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VOGUE (NEW YORK)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018

Date	Contact	Method	Purpose
04/09/2018	VOX.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	VULTURE - NEW YORK MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	W MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	WBAI 99.5 FM (BEST OF BEST)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	WBEZ FM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	WNYU	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	WOMEN AND HOLLYWOOD	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	WP AGENCY	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	WPNA RADIO	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	YAHOO STYLE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ZUMA PRESS	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
05/11/2018	ALOHA EDITION / P-E-R-F-O-R-M-A-N-C-E	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	AMERICAN CINEMATOGRAPHER	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	AMERICAN INTERNATIONAL NEWS SERVICE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	AMERICAN ZOETROPE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ASSOCIATED PRESS (LOS ANGELES)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ATTACHE(E) DE PRESSE (RW)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	AVCLUB.COM (THE ONION)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	AWARDS DAILY	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	AWARDSWATCH	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	BBC TELEVISION (USA)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	BE IMAGES AGENCY	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	BELLA MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	BIRTH MOVIES DEATH	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	CHICAGO SUN TIMES	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	CINEMOI (USA)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	CINESI	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	COCALECAS.NET	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	COLLEGEMOVIEREVIEW.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	COLLIDER.COM	Email	Press Release to Announce Saudi Film Production Incentive Program

Date	Contact	Method	Purpose
05/11/2018	CRITICAL QUARTERLY	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	CROWDSPARK	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	DAILY BEAST	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	DEADLINE HOLLYWOOD	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	DIG IN MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	E. NINA ROTHE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ELLE.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	EMANUELLEVY.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
04/09/2018	ALOHA EDITION / P-E-R-F-O-R-M-A-N-C-E	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	AMERICAN CINEMATOGRAPHER	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	AMERICAN INTERNATIONAL NEWS SERVICE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	AMERICAN ZOETROPE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ASSOCIATED PRESS (LOS ANGELES)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ATTACHE(E) DE PRESSE (RW)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	AVCLUB.COM (THE ONION)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	AWARDS DAILY	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	AWARDSWATCH	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	BBC TELEVISION (USA)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	BE IMAGES AGENCY	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	BELLA MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	BIRTH MOVIES DEATH	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	CHICAGO SUN TIMES	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	CINEMOI (USA)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	CINESI	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	COCALECAS.NET	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	COLLEGEMOVIEREVIEW.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	COLLIDER.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018

Date	Contact	Method	Purpose
04/09/2018	CRITICAL QUARTERLY	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	CROWDSPARK	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	DAILY BEAST	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	DEADLINE HOLLYWOOD	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	DIG IN MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	E. NINA ROTHE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ELLE.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	EMANUELLEVY.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	EMILYLIANGFILMS.COM/BLOG	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ENTERTAINMENT TONIGHT	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ETONLINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	EUROCHANNEL (TV)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FBC TV	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FEATUREFLASH (GB)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FILM COMMENT	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FILM INQUIRY	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FILM SCHOOL REJECTS	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FILMFESTIVALTRAVELER.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FILM-FORWARD.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FILMMAKER MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FILMSTRUCK	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FIRSTSHOWING.NET	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	FOX NEWS - CHICAGO	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	GETTY IMAGES (USA)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	GLOBE PHOTOS	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018

Date	Contact	Method	Purpose
04/09/2018	HOLLYWOOD ELSEWHERE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	HOLLYWOOD FOREIGN PRESS ASSOCIATION (HFPA)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	I ON THE SCENE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	IMAGESPACE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	IMDB	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	IMDB.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	INDIE ENTERTAINMENT MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	INDIEWIRE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	LA VOCE DI NEW YORK	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	L'ITALO-AMERICANO	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	LOS ANGELES TIMES	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	LOS ANGELES WAVE NEWSPAPER	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	MASHABLE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	MAVRIX PHOTO	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	MOVIE MAGAZINE (RADIO)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	MOVIE MAKER MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	MTIME.COM (LOS ANGELES)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	MUBI	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	NEC (EXTRA)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	NEC NEWS TODAY	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	NEW YORK MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	NEW YORK OBSERVER	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	NEW YORK POST	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	NGN FICTION FILM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	NTD TV (CHINE)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018

Date	Contact	Method	Purpose
04/09/2018	OK! MAGAZINE (ETATS-UNIS)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	PAJIBA.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	PBS TV (ROGER EBERT : AT THE MOVIE)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	PEOPLE MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	POLARIS IMAGES	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	PRODUCED BY MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	QUIET EARTH	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	REVERSE SHOT	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ROGEREBERT.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	ROTTEN TOMATOES	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	RTVI	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SANTA MONICA OBSERVER	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SCREENCOMMENT.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SCREENCRUSH	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SHADOW & ACT	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SHOWBIZ SANDBOX.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SHOWBIZ411	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SILVER SCREEN BEAT	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SLANT MAGAZINE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SOHU.COM (THIS WEEK IN HOLLYWOOD)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	SOMOS TV	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	STEPHENVILLE EMPIRE TRIBUNE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	TABLETMAG.COM	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE ATLANTIC	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE BROOKLYN RAIL	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018

Date	Contact	Method	Purpose
04/09/2018	THE COURIER	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE DAILY BEAST/NEWSWEEK	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE FILM STAGE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE FILM STAGE	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE FORWARD	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE HARVARD CRIMSON	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE HOLLYWOOD REPORTER (LOS ANGELES)	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE INDYPENDENT	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
04/09/2018	THE MICHIGAN DAILY	Email	Press Release to Announce Saudi Arabia Participation in Cannes Film Festival 2018
05/11/2018	THE DAILY BEAST/NEWSWEEK	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE FILM STAGE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE FILM STAGE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE FORWARD	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE HARVARD CRIMSON	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE HOLLYWOOD REPORTER (LOS ANGELES)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE INDYPENDENT	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE MICHIGAN DAILY	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE NEW YORK TIMES (LOS ANGELES BUREAU)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE WALL STREET JOURNAL (NY)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE WASHINGTON POST	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THEWRAP.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THEYOUNGFOLKS.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THRILLIST	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	TIME MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	TRUE HOLLYWOOD TALK	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	TV5 MONDE (RENDEZ-VOUS D'AMERIQUE)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	UNITED PRESS INTERNATIONAL	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	USA TODAY (LOS ANGELES)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VANIDADES MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VANITY FAIR	Email	Press Release to Announce Saudi Film Production Incentive Program

Date	Contact	Method	Purpose
05/11/2018	VANITYFAIR.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VARIETY (LOS ANGELES)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VICE.COM (ETATS-UNIS)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VILLAGE VOICE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VME TV	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VOGUE (NEW YORK)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VOX.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	VULTURE - NEW YORK MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	W MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	WBAI 99.5 FM (BEST OF BEST)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	WBEZ FM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	WNYU	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	WOMEN AND HOLLYWOOD	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	WP AGENCY	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	WPNA RADIO	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	YAHOO STYLE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ZUMA PRESS	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	EMILYLIANGFILMS.COM/BLOG	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ENTERTAINMENT TONIGHT	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ETONLINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	EUROCHANNEL (TV)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FBC TV	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FEATUREFLASH (GB)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FILM COMMENT	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FILM INQUIRY	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FILM SCHOOL REJECTS	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FILMFESTIVALTRAVELER.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FILM-FORWARD.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FILMMAKER MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FILMSTRUCK	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FIRSTSHOWING.NET	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	FOX NEWS - CHICAGO	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	GETTY IMAGES (USA)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	GLOBE PHOTOS	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	HOLLYWOOD ELSEWHERE	Email	Press Release to Announce Saudi Film Production Incentive Program

Date	Contact	Method	Purpose
05/11/2018	HOLLYWOOD FOREIGN PRESS ASSOCIATION (HFPA)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	I ON THE SCENE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	IMAGESPACE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	IMDB	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	IMDB.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	INDIE ENTERTAINMENT MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	INDIEWIRE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	LA VOCE DI NEW YORK	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	L'ITALO-AMERICANO	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	LOS ANGELES TIMES	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	LOS ANGELES WAVE NEWSPAPER	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	MASHABLE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	MAVRIX PHOTO	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	MOVIE MAGAZINE (RADIO)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	MOVIEMAKER MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	MTIME.COM (LOS ANGELES)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	MUBI	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	NBC (EXTRA)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	NBC NEWS TODAY	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	NEW YORK MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	NEW YORK OBSERVER	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	NEW YORK POST	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	NON FICTION FILM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	NTD TV (CHINE)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	OK! MAGAZINE (ETATS-UNIS)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	PAJIBA.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	PBS TV (ROGER EBERT : AT THE MOVIE)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	PEOPLE MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	POLARIS IMAGES	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	PRODUCED BY MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	QUIET EARTH	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	REVERSE SHOT	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ROGEREBERT.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	ROTTEN TOMATOES	Email	Press Release to Announce Saudi Film Production Incentive Program

Date	Contact	Method	Purpose
05/11/2018	RTVI	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SANTA MONICA OBSERVER	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SCREENCOMMENT.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SCREENCRUSH	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SHADOW & ACT	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SHOWBIZ SANDBOX.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SHOWBIZ411	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SILVER SCREEN BEAT	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SLANT MAGAZINE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SOHU.COM (THIS WEEK IN HOLLYWOOD)	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	SOMOS TV	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	STEPHENVILLE EMPIRE TRIBUNE	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	TABLETMAG.COM	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE ATLANTIC	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE BROOKLYN RAIL	Email	Press Release to Announce Saudi Film Production Incentive Program
05/11/2018	THE COURIER	Email	Press Release to Announce Saudi Film Production Incentive Program

Response to Item 12

Question 12: During the period beginning 60 days prior to the obligation to register 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? 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
11/09/2018	Registrant	Compensation & Expense Reimbursement	\$239,484.00
05/04/2018	Registrant	Compensation & Expense Reimbursement	\$176,000.00
05/09/2018	Registrant	Compensation & Expense Reimbursement	\$271,500.00
05/30/2018	Registrant	Compensation & Expense Reimbursement	\$171,000.00
11/08/2018	Registrant	Compensation & Expense Reimbursement	\$136,000.00
11/09/2018	Regsitrant	Compensation & Expense Reimbursement	\$243,953.00
10/31/2018	Registrant	Compensation & Expense Reimbursement	\$6,938.00

Response to Item 13

Question 13: During the period beginning 60 days prior to the obligation to register 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? 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
09/30/2018	Accomodations	Hotel Accomodations	\$32,191.00
09/30/2018	Airfare	Air Travel	\$48,671.00
09/30/2018	Cell Phone	Communications	\$772.00
09/30/2018	Clipping Services	Media reports	\$1,500.00
09/30/2018	Creative Writing	Content development	\$2,828.00
09/30/2018	Data Line	Communications	\$63.00
09/30/2018	Graphics	Content development	\$4,780.00
09/30/2018	In-flight Wifi	Communications	\$154.00
09/30/2018	Meals	Employee & client meals	\$9,263.00
09/30/2018	Media Buy	Paid media	\$46,131.00
09/30/2018	Office Supplies	Supplies	\$581.00
09/30/2018	Parking	Parking	\$423.00
09/30/2018	Passport Fees	Passport application	\$420.00
09/30/2018	Photography Equipment	Content development	\$228.00
09/30/2018	Pre-production	Content production	\$45.00
09/30/2018	Festival Badges	Cannes Festival Badges	\$3,320.00
09/30/2018	Hardware	Disk drive	\$263.00
09/30/2018	Taxis	Transportation	\$2,519.00
09/30/2018	Travel Agency Fees	Travel arrangements	\$161.00
09/30/2018	Video Production	Content Development	\$120.00
09/30/2018	Software	Mailing list management	\$50.00



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STRATEGIC
COMMUNICATIONS
COUNSEL

CONTRACT

PUBLIC RELATIONS FRAMEWORK AGREEMENT CSM-R&C 2018-04-10

This Contract Public Relations Framework Agreement ("Agreement") is made and effective this April 10, 2018 ("Effective Date") between:

Consulum FZ LLC incorporated in Dubai, the United Arab Emirates, with a place of business: Loft Office 401, Building 2, Entrance E, PO Box 502676, Dubai Media City, Dubai, United Arab Emirates (hereafter referred to as the "Principal").

And

Rogers & Cowan, a unit of CMGRP, Inc. whose registered office is 909 Third Avenue, New York, New York 10022 (Hereinafter referred to as the "Contractor").

WITNESSETH

WHEREAS Principal has entered into a Communication Services Agreement, henceforth "The Prime Agreement" with the General Culture Authority of Saudi Arabia and the Saudi Film Council (collectively defined below as GCA), to perform certain communications consultancy services;

WHEREAS Principal desires to engage and retain Contractor to perform services as part of The Prime Agreement to support GCA activity related to the Cannes Film Festival (hereinafter referred to as the "Services"), initiated as per an agreed scope of work to be attached as an Appendix to this agreement ("SOW"), and hereinafter individually referred to as the "Business", and collectively as the "Businesses", in accordance with the terms and conditions hereinafter contained;

WHEREAS The Principal further warrants that it has full right and authority to Contract part of said prime Agreement; and

WHEREAS, the Contractor is in the business of providing public relations services and is willing and able to provide and perform the Services as more fully described in this Agreement, in accordance with the terms and conditions hereinafter contained.

NOW THEREFORE, the Parties in consideration of the undertakings and commitments of each Party to the other set forth herein agree as follows:

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Consulum FZ LLC



PREAMBLE

The above preamble forms an integral part of this Agreement.

NOW, therefore it is hereby agreed between the Parties as follows:

1-TERM:

This Agreement is effective as of April 10, 2018 (the Effective Date) and will continue in full force and effect until May 31, 2018 unless terminated as outlined in accordance with article 11. During any notice period, the terms of this Agreement will remain in full force and effect and both parties will continue to perform in accordance with this Agreement until the end of the notice period.

2-SERVICES:

2.1. The Contractor will provide public relations services to the Principal and the Businesses during the Term hereof. The Business SOW, budget and deliverables will be detailed in an Appendix to be added to this framework contract by the parties from time to time as needed.

2.2 During the continuance of its activities, the Contractor shall:

- provide the Services with all due care, skill and ability;
- use the highest standard of skill and care which is ordinarily exercised by experienced and competent public relations consultants carrying out Services of a similar nature to the Services to be provided under the Agreement;
- observe all such directions and restrictions as the Principal may give or impose on it within the scope of the Agreement;
- promptly give to the Principal all such information and reports as it may reasonably require in connection with matters relating to the provision of Services;
- use its reasonable endeavours to promote and advance the interests of the Principal.

2.3 Principal shall be responsible for: (a) the accuracy and completeness of information concerning Principal's organization, products, services provided to Contractor by Principal or by a third party authorised by Principal; (b) any directions, provided to Contractor by Principal or by a third party authorised by Principal; (c) rights, licenses and permissions to use materials furnished to Contractor by Principal or by a third party on Principal's behalf; (d) compliance with all laws and regulations applicable to Principal's business (including all securities laws); and (e) the content of any press releases or other disseminated statements, information or materials approved by Principal.

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3- CONTRACTOR COMPENSATION AND BILLING:

- 3.1 The Contractor shall provide a fee and expenses budget quoted in US dollars, including all relevant taxes, for the SOW, to be an integral part of the attached Appendix. Fees and expenses should be invoiced by the Contractor in advance of the SOW and will be paid by the Principal upon receipt of invoice from the Contractor. Invoices are to be submitted in US dollars at the current rate of exchange on the date of invoicing. Currency fluctuation risk will be borne by the Principal.
- 3.2 In the event of third party costs, the Contractor will provide a cost estimate quote in the relevant Appendix when the SOW is submitted (where applicable) to the Principal and all costs must be pre-approved by the Principal in writing before the Contractor commissions any third-party suppliers. Third party costs should be billed by the Contractor as per the approved quotations and will be paid by the Principal within 30 days of the receipt of invoice.
- 3.3 In the event that there is a dispute regarding any Contractor invoice, Principal agrees to pay the undisputed amount and to withhold only the amount that is in dispute. Written notice of any disputed amount must include a description of the dispute in reasonable detail and must be provided to the Contractor within thirty (30) days following invoicing, or invoiced amounts shall be deemed undisputed.
- 3.4 Principal will be responsible for the local currency value of all Contractor costs regardless of the currency Principal uses to settle Contractor invoices. Contractor shall use best efforts to estimate the US dollar value of all costs using published exchange rates in the currency requested by Principal.
- 3.5 Principal shall be solely responsible for paying all taxes, however designated and of whatever nature, that are levied or imposed by reason of the Services contemplated by this agreement, including, without limitation, all sales, use, transfer, value added tax (VAT), privilege, excise, withholding taxes and other taxes, duties and surcharges, whether international, national, local excluding however, taxes based net income. Contractor shall not be liable for and Principal shall hold harmless and indemnify Contractor against, liability for all taxes duties or surcharges.

4-PAYMENT TERMS:

- 4.1 The invoices raised on the Principal for fee, commission and expenses are to be paid within 30 days of the receipt of invoice. Invoices are to be submitted in US dollars at the current rate of exchange on the date of invoicing. Currency fluctuation risk will be borne by the Principal.


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5- CONFIDENTIALITY:

- 5.1 Each of the Contractor and the Principal hereby undertake to the other to keep secret and not to disclose any confidential information received from the Principal or any information which comes to the notice of It in relation to the Contractor and/or any of its subsidiary and associated companies (other than information already in the public domain) and not to use it for any purpose other than the performance of its obligations under this Agreement. The Principal's confidential information shall include, but not be limited, to information and data relating to the Principal's and its subsidiaries' businesses and their financial performance and results. The Contractor's confidential information shall include but not be limited to details of its fees, costs and unused work and concepts which it has produced.
- 5.2 The parties' obligations of confidentiality and non-use shall continue for a period of one (1) year notwithstanding termination of this Agreement but shall not apply to any information or data which:
- A) Is public knowledge at the time of its receipt from the other party;
 - B) Becomes public knowledge otherwise than as a result of any act or default of the other party;
 - C) Is received from a third party not under any obligation of confidentiality to the other party;
 - D) Is required to be disclosed by law or any statutory competent or regulatory authority and/or the Stock Exchange to which such party is under the obligation to comply with.
- 5.3 Each party shall ensure that the other party's confidential information is disclosed only to those of its directors, employees or consultants that need to have access to it for the purpose of performing its obligations under this Agreement. In the case of any categories of confidential information that a party shall specify from time to time, the other party shall disclose it only to those of its directors or employees as have been agreed by the parties in writing to receive it.
- 5.4 The parties shall each make any of its directors, employees, servants or agents to whom the other party's confidential information is disclosed aware of the obligations of confidence and non-use to which it is subject under this Agreement.
- 5.5 On termination of this Agreement or any time at the other party's request the parties shall each forthwith return to the other party or at the other party's option, destroy all copies of the other party's confidential information then in its possession and all

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other documents or materials in its possession in so far as they contain confidential information relating to the other party. Notwithstanding this, nothing in this agreement shall require either party deliver up or accelerate the destruction of: i) any network back-ups which may contain copies of confidential information; or ii) any network shadow-copies, in each case recorded in the ordinary course of business. Any confidential information so retained by either party shall be subject to an ongoing obligation of confidentiality as per the terms of this agreement;

6-APPROVALS AND AUTHORITY

- 6.1 The Contractor will submit the following to the Principal for specific prior written approval:
- A) Individual project proposals and budgets;
 - B) Contractors' terms of business;
 - C) Copy, layouts, artwork and/or scripts; and
 - D) Estimates of the cost of any activity outside the scope of the Services or the Project.
 - E) Out of pocket expenses, which are to be billed at cost.
- 6.2 Written or email approval by the Principal of drafts, proofs or estimates may be taken by the Contractor as authorisation to proceed to publication and to enter into contracts with suppliers on the basis of such estimates.
- 6.3 The Contractor will take all reasonable steps to comply with requests from the Principal to amend, halt or cancel any plans or work in progress in so far as this is possible within the scope of its contractual arrangement with suppliers.
- 6.4 The Principal will be responsible for and will pay to the Contractor on demand any costs, claims or expenses incurred prior to or as a result of such cancellation or amendments including but not limited to (a) reimbursing Contractor for all expenses incurred prior to the effective date of such amendments or cancellation; (b) assuming Contractor's liability for all contracts and commitments Contractor is unable to cancel; and (c) reimbursing Contractor for any cancellation penalties incurred.

7-COPYRIGHT

- 7.1 All existing and future intellectual property and related rights (including but not limited to, patents and copyright) in and to all artwork, copy and other work of any nature produced by the Contractor in connection with this agreement shall vest in the Principal automatically without further action by either party subject to the payment of the fees to the Contractor. The Contractor shall execute all documents and do all such acts as may, in the opinion of the Principal, be necessary to give effect to this clause 7.1 upon the payment of such specific services. The Contractor shall

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procure that any third party engaged by It to produce any material in relation to this agreement or any part thereof promptly assigns to the Principal any intellectual property rights owned by It in relation thereto. Notwithstanding anything in this agreement to the contrary, Principal understands and agrees that its rights in any third party materials or any services including, without limitation, stock photos, licensed materials or talent and talent residuals ("Third Party Materials"), are subject to any terms and conditions set forth in any applicable agreement. If Contractor wishes to utilize any Third Party Materials that are subject to limitations on Principal's ability to use such Third Party Materials, Contractor shall disclose such limitations to Principal in writing and obtain Principal's written consent to utilize such Third Party Materials in the Services, and thereafter, Principal agrees to comply with such terms and conditions.

7.2 To the extent permitted by law, Contractor hereby irrevocably after making all payments waives (and shall procure that any third party engaged by it irrevocably waives) all moral rights in all records, reports, documents, papers, drawings, designs, transparencies, photographs, graphics, logos, typographical arrangements, software programs, inventions, ideas, discoveries, developments, improvements or innovations and all materials embodying them in whatever form, including without limitation hard copy and electronic form, prepared by Contractor or any third party engaged by It in connection with the provision of the Services or otherwise in connection with the Business which Contractor (or the relevant third party) has or will have in any existing or future works.

7.3 On termination of this Agreement, and provided the Principal has complied with all the terms of this Agreement including payment in full by the Principal of all amounts due to the Contractor, the Contractor will, if so requested by the Principal within 3 months of such termination, assign such rights as the Contractor owns or which have lawfully been assigned to the Contractor, in work specifically commissioned by and prepared exclusively for the Principal which has been published, or otherwise exploited by the Principal in accordance with the terms of this Agreement. For avoidance of the doubt, Contractor understands and agrees that it will, if so requested by the Principal assign such rights to any third party nominated by the Principal including but not limited to GCA.

7.4 Notwithstanding anything in this Agreement to the contrary, it is expressly understood and agreed that:

- Contractor retains all of its rights, title and interest in and to (including, without limitation, the unlimited right to use) (i) all materials owned by or licensed to Contractor prior to, or independent from, the performance of Services under this Agreement, and all modifications thereof, and (ii) all generic or proprietary information, and all ideas, methodologies, software, applications, processes or procedures used, created or developed by Contractor in the general conduct of its business;

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- the Contractor shall not be responsible for ordering or performing trademark searches and/or for clearing for use any slogans, names, tag lines, trademarks and/or logos created by the Contractor for the Principal (collectively, "Marks"), it being understood that the Principal is and remains solely liable for preliminary and full trademark searches and for clearing any Marks. The Principal shall be responsible for registering any Marks. Notwithstanding clause 7.5, the Contractor's indemnification obligations shall not apply to any Marks.

7.5 Contractor agrees to indemnify Principal against and to hold Principal harmless from any and all claims, suits, actions or demands asserted against Principal and against all liabilities, costs and expenses incurred by Principal in connection with the same (including without limitation any legal fees) arising directly or indirectly from any claim by third parties of infringement of any copyright which may be attributable to the information or material developed by (or on behalf of) Contractor or otherwise provided by Contractor to Principal (excluding materials and information supplied by Principal to Contractor).

7.6 Principal agrees to indemnify the Contractor against and to hold the Contractor harmless from any and all claims, suits, actions or demands asserted against the Contractor and against all liabilities, costs and expenses incurred by the Contractor in connection with the same (including without limitation any legal fees) arising directly or indirectly from any claim by third parties of infringement of any copyrights which may be attributable to the information or material provided by the Principal to the Contractor (excluding materials and information supplied by Contractor to Principal).

8-LIABILITY:

8.1. The Principal agrees to indemnify and keep indemnified and to compensate the Contractor at all times from and against any costs (including legal fees), claims, losses, damage, liability or injuries suffered or threatened against the Contractor arising from any claim by third parties resulting from:

- the Principal's obligation under clause 2.3;
- the Principal's use of any third party materials in violation of the terms and conditions set forth in the agreements governing the use of such third party materials .

The Contractor agrees to indemnify and keep indemnified and to compensate the Principal at all times from and against any costs (including without limitation legal fees), claims, losses, damage, liability or injuries suffered or threatened against the Principal arising from any claim by third parties resulting from Contractor's failure to follow Principal's express written instructions . In the event of any such claim against the Principal, it shall notify the Contractor of such claim.

 Consulum.com 7
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- 8.2. Both Parties will fully cooperate with each other to defend such actions. Both will be fully responsible for compliance with the applicable laws and regulations prevailing in the relevant jurisdiction where the Principal and/or one of the Businesses and/ or the Contractor are situated, for obtaining statutory or governmental approvals and for ensuring that any communication or publication does not offend the laws of defamation, public morals and decency prevailing in such jurisdiction.
- 8.3 To the fullest extent permitted by law, neither Party shall be liable under any circumstance to the other Party for any special, consequential, punitive, incidental, lost profit or other indirect damages, even if advised of the possibility of the same. In all cases, both the Principal and Contractor agree that the maximum total obligation and liability of either Party or any other person for all claims related to the Services provided under this Contract (including but not limited to all claims arising out of any default) shall be equal to the total value of the Business outlined in this Contract, as defined by the Framework Agreement and any attached Appendix, except for any judgement issued by the competent courts or third party lawsuits associated with the Contractor's violation of the Agreement's intellectual property rights or in case the Contractor defaults on the Agreement due to gross negligence, in which case the maximum total obligation and liability of either Party shall not exceed \$500,000 USD.
- 8.4 Nothing in this Agreement shall exclude or restrict either party's liability for fraud or fraudulent misrepresentation or for death or personal injury arising from its own negligence or for any other liability that cannot be excluded or limited at law.
- 8.5 After material has been issued by Principal to the news media or to another third party, its use is no longer under Contractor's control. Contractor cannot assure the use of news material by any news organization. Similarly, Contractor cannot control the form or manner of use by the news media or others of the material, including, but not limited to, the accurate presentation of information supplied by Contractor. It is understood and agreed that Contractor does not stipulate or guarantee specific or overall results or returns from public relations, publicity, research or any other activity performed by Contractor.

9-CONFLICT OF INTEREST:

- 9.1 During the Term hereof and for a twelve month period thereafter, either party shall not solicit, employ, or attempt to employ (whether as employee, consultant or otherwise) any employee of the other party without the affected party's prior written consent.

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10-PROPERTY:

10.1 Subject to the terms of clause 7 above, any property or information made available by the Principal to the Contractor for the purposes of demonstration or publicity or for any other purpose arising from or in connection with this Agreement shall be and at all times remain at the sole and entire risk of the Principal and the Contractor shall not be subject to any liability for it.

11-TERM AND TERMINATION:

- 11.1 This Agreement period ("Term") will remain valid from April 10, 2018 (the "Effective Date") and end on May 31, 2018 unless previously terminated in accordance with the provisions of this clause 11.
- 11.2 Up to the day on which this agreement is terminated, any approved fees and expenses will be paid for services completed or in progress until the end of the notice period. Any third party costs incurred until the end of the notice period will be paid to the Contractor on such costs as approved by the Principal. Charges for all non-cancellable commitments entered into by the Contractor on behalf of the Principal up to the end of notice period will be borne by the Principal. The Contractor on its part will reasonably try to minimize the charges for non-cancellable commitments.
- 11.3 In the event that this Agreement is terminated for any reason, the Parties agree, without reservation, to work together in order to manage a smooth transition of the functions performed by the Contractor to Principal or to some other party identified by Principal.
- 11.4 Upon final payment by Principal of all outstanding Contractor fees and third party costs and expenses, Contractor will, at Principal's request, transfer, assign and make available to Principal or Principal's designated representative, at Contractor's cost, all property and materials in Contractor's possession or control belonging to and paid for by Principal, including, but not limited to, all files, reports and other written documents which have come into Contractor's possession from Principal or which relate to Principal's business, and materials and work in progress prepared by Contractor for Principal (which shall be Principal's sole responsibility except to the extent that it may be otherwise agreed upon in writing between the parties). Principal agrees to accept such transfer and assignment and to reasonably cooperate with Contractor in effecting the same.
- 11.5 The Contractor shall have the right to cease providing services and goods and to cancel commitments incurred for the Principal and to treat this agreement as automatically terminated if:
- A) The Principal is in arrears on any payment due to the Contractor for a period of 30 days and such payment has not been disputed by the Principal; or

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Handwritten initials or signature.



- B) Any petition is presented for an administration or winding up order against the Principal, or a receiver appointed over all or any of the Principal's assets or a resolution for the Principal's winding up is passed; or
- C) It shall appear to the Contractor that the Principal is or may become unable to pay any sums due or to become due to the Contractor.
- D) Any act of Force Majeure including, but not limited to, act of war, civil disturbance, strike or commotion, Act of Government or Act of God, the effect of which is to rend the continuance of this Agreement impossible or impracticable.

11.6 The Principal shall have the right to terminate this agreement with immediate effect and to cancel commitments incurred by the Contractor on behalf of the Principal if:

- A) The Contractor breaches any of its obligations under this Agreement and fails to remedy such breach within 14 days of receipt of written notice giving full particulars of the breach and of the steps required to remedy it; or
- B) Any petition is presented for an administration or winding up order against the Contractor, or a receiver appointed over all or any of the Contractor's assets or a resolution for the Contractor's winding up is passed; or
- B) Any act of Force Majeure including, but not limited to, act of war, civil disturbance, strike or commotion, Act of Government or Act of God, the effect of which is to rend the continuance of this Agreement impossible or impracticable.

12-FORCE MAJEURE:

12.1 Force Majeure shall mean unforeseen events, which occur after the signing of this Agreement and which are beyond the reasonable control of the Parties including but not limited to strikes, blockade, war, mobilisation, revolutions or riots, natural disasters, refusal of licence by the government or other governmental agencies or other stipulations or restrictions by the authorities, insofar as such an event prevents or delays the affected Party from fulfilling its obligations and such Party is not able to prevent or remove the Force Majeure at reasonable cost.

12.2 Any delay occurring in the deliveries of any third party supplier(s) shall be regarded as Force Majeure only if such delay has been caused by events defined above.

12.3 The Party affected by Force Majeure shall immediately take reasonable steps to limit or minimise the consequences of such Force Majeure.



12.4 The Party claiming force majeure shall inform the other Party in writing and without delay of the Force Majeure, at the time it begins and its probable duration. The end of the Force Majeure shall also be reported in writing.

12.5 The party who has claimed Force Majeure shall prove its effect on the fulfilling of this agreement.

13-WAIVER

13.1 The waiver by either the Contractor or the Principal of any breach of any term of this agreement shall not prevent the subsequent enforcement of that term and shall not be deemed a waiver of any subsequent breach.

14-FRAMEWORK AGREEMENT

14.1 This document represents the framework agreement between the Contractor and the Principal. Additions to this agreement will only be made through the addition of Appendices that outline SOWs with fees and expenses. No variation of the framework agreement's terms shall be valid unless made in writing and signed by both the Contractor and the Principal.

15-GOVERNING LAW:

15.1 This agreement shall be interpreted and governed in accordance with the laws in force in England. Each party hereby agrees that it will submit to the exclusive jurisdiction of the courts of the England.

16- MISCELLANEOUS:

16.1 Notices

Any notice required to be given hereunder shall be deemed duly served if left at or sent by registered or recorded delivery post to the registered office for the time being of addressee. Any such notice shall be deemed to be served at the time when the same is handed to or left at the address of the party to be served and if served by post on the day (not being a Friday or public holiday) next following the day of posting.

In proving the giving of a notice, it shall be sufficient to prove that the notice was left or that the envelope containing such notice was properly addressed and posted or that the applicable means of telecommunications was properly addressed and despatched (as the case may be).

16.2 This Agreement is personal to the Contractor and may not be assigned, transferred, charged or otherwise made over by the Contractor to any third party.

Consukum.com 11

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16.3 No failure or delay by any of the parties in exercising any right or remedy under this Agreement shall operate as a waiver of its rights and remedies, and no variation shall be effective, unless in writing and signed by a duly authorized representative of that party on its behalf.

16.4 Severability. In the event that any provision of this Agreement shall be illegal or otherwise unenforceable, such provision shall be severed, and the balance of the Agreement shall continue in full force and effect.

16.5 Nothing in this Agreement is intended to or shall operate to create a partnership or joint venture of any kind between the Parties, or to authorize either Party to act as agent for the other, and neither Party shall have authority to act in the name or on behalf of or otherwise to bind the other in any way (including the making of any representation or warranty, the assumption of any obligation or liability and the exercise of any right or power).

16.6 This Agreement is executed in English and in no other language.

16.7 For the purposes of the Contracts (Rights of Third Parties) Act 1999, and notwithstanding any other provision of this Agreement, this Agreement is not intended to, and does not, give any person who is not a party to it any right to enforce any of its provisions.

AS WITNESS the hands of the duly authorised representatives of each of the parties hereto:

SIGNED BY
Duly authorised for and on behalf of

Consulum FZ LLC

Matthew Gunther-Bushell

Name

Managing Partner

Position

Signature

Date

26/4/2018

SIGNED BY
Duly authorised for and on behalf of

Rogers and Cowan, a unit of CMGRP, Inc.

Richard Davis

Name

CFO / COO

Position

Signature

Date

9/27/18

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**Cannes 2018 - Saudi Film Council and General Cultural Authority
Rogers & Cowan Scope of Work**

Leading up to and during Cannes 2018 (Film Festival and Market), Rogers & Cowan (R&C) will map out and execute a multi-tiered publicity campaign supporting the Saudi Film Council (SFC), General Cultural Authority (GCA), the Saudi leadership delegation, and the Saudi filmmakers in Cannes. R&C will provide a team on the ground in Cannes that will act as an extension of the Saudi team and handle the specialized PR tasks associated with Cannes.

Campaign deliverables include:

- Writing, strategizing, servicing and securing coverage for press releases / news announcements
- Arranging feature stories to run pre-Cannes, during the festival, and post-Cannes
- Targeting movie industry trend stories in which Saudi filmmakers or leaders can participate
- Setting up press meetings and interviews for Saudi filmmakers and SFC / GCA leaders
- Setting up 'influencer' meetints for Saudi filmmakers and SFC / GCA leaders
- General media outreach and dialouge
- Sourcing speaking opportunities in Cannes
- Formulating and executing a media buy campaign
- Managing press around Saudi events in Cannes (panels, screenings, events, etc)
- Promote your entertainment industry related news
- Reinforce and build a positive public profile/image for the country and film projects
- Proactively pursue entertainment industry stories to continually increase awareness and accentuate key messaging
- Increase filmmaker and leader visibility among key media and industry influencers
- Pursue relevant events and appropriate speaking engagements
- Potential out-of-the-box ideas and programs dedicated to raising visibility among the film industry
- Multi-channel digital engagement, including B2B and B2C, as well as social/digital messaging and advertising strategy
- Creation of social media channels and overall strategy for short-term, with long-term viability options
- Social media strategy copywriting, execution, asset generation, community management, user engagement
- Digital conversation monitoring and strategy
- Day-to-day content generation for digital and social channels, including on-the-ground photography and light video (one-camera shoot, no booms/extra sound, simple editing)
- 2-3 Written Op-Eds for placement in key outlets around the film industry on current trends

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R&C will implement a media relations campaign, timed to Cannes 2018, aimed at securing coverage in print, online and broadcast outlets that cover Cannes and the film / entertainment space.

R&C will generate "buzz" for Saudi Arabia as a hotbed for creative talent, with world-class infrastructure and extremely strong economic incentives in place to support a slate of major 'home-produced' films— as well as attract outside content creators and major producers to the country.

R&C aims to:

- Highlight KSA blueprint for future success in the global entertainment space
- Tell the story of achievement and success
- Build awareness and drive visibility to Saudi film projects (and filmmakers) in Cannes
- Build and manage individual leader profiles
- Target appropriate industry preview, round up and/or trend stories

R&C can prepare talking points and accompany KSA executives on press meetings and interviews in Cannes to properly introduce them to the journalists, steer the interviews, and ensure that the meetings run smoothly.

Marketing/Media Buying/Advertising

Rogers & Cowan will devise, obtain approval on, and implement a strategic Cannes media buy strategy for GCA and SFC. R&C will:

- Negotiate ad rates
- Negotiate positions
- Handle bookings
- Handle creative design and delivery
- Utilize its proprietary advertising technology (adtech) to target specific Hollywood individuals in the U.S. and at Cannes during the festival with social and digital content promoting SFC's interests

Events

R&C will:

- Advise on event logistics and help secure proper venues if needed
- Staff events
- Invite and check in media
- Invite influential industry figures (executives, agents, producers, etc.)
- Promote attendance at Saudi Pavilion

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Reporting

R&C will be in direct contact with the Saudi leadership team to keep everyone apprised of what is transpiring at all times.

R&C will provide weekly status reports.

R&C will use media monitoring service DailyBuzz for Saudi / Cannes media monitoring

Project Pricing/Budget

Fees:

Traditional PR Services Fee	\$65,000
Social/Digital Services Fee	\$20,000
Total Fees	\$85,000

Expenses and Costs:

Content Creation (out of pockets costs for generating content)	\$20,000
Cannes Expense Allocation (flights, accommodation, ground transport, credentials, etc.)	\$50,000
Dubai pre-Cannes meeting Expenses (flights, accommodation, ground transport)	\$20,000
Media Monitoring	\$1,000
Translation Services (based on number of releases/content)	TBD
Total Expenses and Costs (excluding translation)	\$91,000

Media Buy:

Traditional and social media space buy (proposed)	\$85,000
Total Proposed Media Buy	\$85,000

Scope of Work Fees, Expenses and Costs Total:	\$261,000
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Consulum.com 15

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