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

I—REGISTRANT

1. Name of Registrant
   Ketchum, Inc.

2. Registration Number (To be assigned by the FARA Unit)
   7096

3. Primary Business Address
   1285 Avenue of the Americas, New York, NY 10019

4. If the registrant is an individual, furnish the following information:
   (a) Residence address(es)

   (b) Nationality

   (c) Year of birth

   (d) Present citizenship

   (e) If present citizenship not acquired by birth, state when, where and how acquired

   (f) Occupation

5. If the registrant is not an individual, furnish the following information:
   (a) Type of organization: Committee □ Association □ Partnership □ Voluntary group □
       Corporation ☒ Other (specify)

   (b) Date and place of organization 08/28/1997, Delaware

   (c) Name of responsible individual Mike Doyle
       (e.g., officer, director or partner)

   (d) Other business address(es), if any, including locations of branch or local offices See Appendix for Response

   (e) If a membership organization, provide number of members
(f) List all partners, officers, directors or persons performing the functions of an officer or director of the registrant.

<table>
<thead>
<tr>
<th>Name</th>
<th>Residence Address</th>
<th>Citizenship</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See Appendix for Response

(g) Which of the above named persons renders services directly in furtherance of the interests of any of the foreign principals?

<table>
<thead>
<tr>
<th>Name</th>
<th>Foreign Principal(s)</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(h) Describe the nature of the registrant's regular business or activity.

Marketing communications and public relations

(i) Give a complete description of the ownership and control structure of the registrant.

Ketchum Inc. is 100% owned by Omnicom Group Inc., which is publicly traded on the NYSE.

6. List all individuals, other than those listed in Item 5(g), who render services or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical, secretarial, or in a related or similar capacity.

<table>
<thead>
<tr>
<th>Name</th>
<th>Residence Address</th>
<th>Foreign Principal(s)</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATHALIE VANHOOSER</td>
<td>1285 Avenue of the Americas</td>
<td>ProColombia</td>
<td>Communications counsel and media relations.</td>
</tr>
<tr>
<td>BETTINA GARIBALDI</td>
<td>1285 Avenue of the Americas</td>
<td>ProColombia</td>
<td>Communications counsel and media relations.</td>
</tr>
<tr>
<td>DOMINIC LEMIEUX</td>
<td>New York, NY 10019</td>
<td>ProColombia</td>
<td>Communications counsel and media relations.</td>
</tr>
<tr>
<td>VERONICA DE LOS RIOS VILA</td>
<td>1285 Avenue of the Americas</td>
<td>ProColombia</td>
<td>Communications counsel and media relations.</td>
</tr>
</tbody>
</table>
II—FOREIGN PRINCIPAL

7. List every foreign principal\(^1\) for whom the registrant is acting or has agreed to act.

<table>
<thead>
<tr>
<th>Foreign Principal</th>
<th>Foreign Principal Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>ProColombia</td>
<td>601 BRICKELL KEY DRIVE MIAMI, FL 33131</td>
</tr>
</tbody>
</table>

III—ACTIVITIES

8. In addition to the activities described in any Exhibit B to this statement, will the registrant engage or is the registrant engaging now in activity or rendering services on its own behalf which benefits any or all of its foreign principals?

Yes □ No ☒

If yes, describe fully.

<table>
<thead>
<tr>
<th>Foreign Principal</th>
<th>Activities/Services</th>
</tr>
</thead>
</table>

IV—FINANCIAL INFORMATION

9. (a) RECEIPTS-MONIES

During the period beginning 60 days prior to the date of the registrant's obligation to register\(^2\) under FARA, has the registrant received from any foreign principal named in Item 7 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income, or money either as compensation, or for disbursement or otherwise?

Yes ☒ No □

If yes, set forth below in the required detail and separately for each such foreign principal an account of such monies.\(^3\)

<table>
<thead>
<tr>
<th>Foreign Principal</th>
<th>Date Received</th>
<th>From Whom</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>ProColombia</td>
<td>06/30/2021</td>
<td>ProColombia</td>
<td>Media relations services</td>
<td>$33,937.50</td>
</tr>
<tr>
<td>ProColombia</td>
<td>07/31/2021</td>
<td>ProColombia</td>
<td>Media relations services</td>
<td>$33,937.50</td>
</tr>
</tbody>
</table>

$ 67,875.00

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\(^1\) The term "foreign principal," as defined in Section 1(b) of the Act, includes a foreign government, foreign political party, foreign organization, foreign individual and, for the purpose of registration, an organization or an individual any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual.

\(^2\) An agent must register within 10 days of becoming an agent, and before acting as such.

\(^3\) A registrant is required to file an Exhibit D if he collects or receives contributions, loans, monies, or other things of value for a foreign principal, as part of a fundraising campaign. There is no printed form for this exhibit. (See Rule 201(e), 28 C.F.R. § 5.201(e)).
(b) RECEIPTS-THINGS OF VALUE
During the period beginning 60 days prior to the date of the registrant's obligation to register\(^4\) under FARA, has the registrant received anything of value\(^5\) other than money, from any foreign principal named in Item 7 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes □ No ☒

If yes, furnish the following information:

<table>
<thead>
<tr>
<th>Foreign Principal</th>
<th>Date Received</th>
<th>From Whom</th>
<th>Purpose</th>
<th>Thing of Value</th>
</tr>
</thead>
</table>

10. (a) DISBURSEMENTS-MONIES
During the period beginning 60 days prior to the date of the registrant's obligation to register\(^6\) under FARA, has the registrant disbursed or expended monies in connection with activity on behalf of any foreign principal named in Item 7 of this statement or transmitted monies to any such foreign principal?

Yes □ No ☒

If yes, set forth below in the required detail and separately for each such foreign principal named including monies transmitted, if any, to each foreign principal:

<table>
<thead>
<tr>
<th>Foreign Principal</th>
<th>Date</th>
<th>Recipient</th>
<th>Purpose</th>
<th>Amount</th>
</tr>
</thead>
</table>

(b) DISBURSEMENTS-THINGS OF VALUE
During the period beginning 60 days prior to the date of the registrant's obligation to register\(^7\) under FARA, has the registrant disposed of any thing of value\(^8\) other than money in furtherance of or in connection with its activities on behalf of any foreign principal named in Item 7 of this statement?

Yes □ No ☒

If yes, furnish the following information:

<table>
<thead>
<tr>
<th>Foreign Principal</th>
<th>Date</th>
<th>Recipient</th>
<th>Purpose</th>
<th>Thing of Value</th>
</tr>
</thead>
</table>

(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS
During the period beginning 60 days prior to the date of the registrant's obligation to register\(^9\) under FARA, has the registrant (or any short form registrant) made any contribution of money or other thing of value from its own funds and on its own behalf in connection with an election to any political office or in connection with any primary election, convention, or caucus held to select candidates for any political office?

Yes □ No ☒

If yes, furnish the following information:

<table>
<thead>
<tr>
<th>Date</th>
<th>Donor</th>
<th>Political Organization/Candidate</th>
<th>Method</th>
<th>Amount/Thing of Value</th>
</tr>
</thead>
</table>

\(^4, 6, 7\) and \(^9\) See Footnote 2, on page 3.

\(^5\) and \(^8\) Things of value include but are not limited to gifts, interest-free loans, expense-free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks", and the like.
V—INFORMATIONAL MATERIALS

11. Prior to the time of filing this statement, has the registrant prepared, disseminated, or caused to be disseminated, any informational materials on behalf of any foreign principal listed in Item 7 of this statement?

Yes ☐ No ☑

If yes, identify each foreign principal and attach the informational materials.

Foreign Principal | Informational Materials Attached | Type

12. (a) Will the activities of the registrant on behalf of any foreign principal include the preparation or dissemination of informational materials?

Yes ☐ No ☑

(b) If yes, identify each foreign principal and respond to the remaining items in this section.

13. Has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials?

Yes ☐ No ☑

If yes, identify each foreign principal, and specify the period of time and the amount.

Foreign Principal | Period of Time | Amount

14. Will any individuals or organizations, including public relations firms or publicity agents, participate in the preparation or dissemination of such informational materials?

Yes ☐ No ☑

If yes, furnish the names and addresses of such individuals or organizations.

Name | Address | Foreign Principal(s)

15. Activities in preparing or disseminating informational materials will include the use of the following:

☐ Magazine or newspaper ☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications
☐ Lectures or speeches ☐ Radio or TV broadcasts ☐ Motion picture films ☐ Letters or telegrams
☐ Email
☐ Website URL(s):
☐ Social Media website URL(s):
☐ Other (specify)
16. Informational materials will be disseminated among the following groups:

- [ ] Public officials
- [ ] Civic groups or associations
- [ ] Legislators
- [ ] Libraries
- [ ] Government agencies
- [ ] Educational groups
- [ ] Newspapers
- [ ] Nationality groups
- [ ] Editors
- [ ] Other (specify) ______________

17. Indicate the language to be used in the informational materials:

- [ ] English
- [ ] Other (specify) ______________

VI—EXHIBITS AND ATTACHMENTS

18. (a) The following described exhibits shall be filed with a Registration Statement:

*Exhibit A-* This exhibit, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal named in Item 6.

*Exhibit B-* This exhibit, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

(b) An Exhibit C shall be filed when applicable. This exhibit, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530. (See Rule 201(c) and (d)).

(c) An Exhibit D shall be filed when applicable. This exhibit, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal. (See Rule 201(e)).

VII—EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 et seq., that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date Printed Name Signature

09/14/2021 Lisa Riad /s/Lisa Riad

12 This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.
EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 et seq., that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date             Printed Name             Signature

March 14, 2022   Lisa Riad             Lisa Riad
Appendix
Response to Item 5(d)

Item 5(d): If the registrant is not an individual, furnish the following information: Other business address(es), if any, including locations of branch or local offices.

1201 Edwards Mill Rd, Suite 400, Raleigh, NC 27607
1050 Battery St, San Francisco, CA 94111
3500 Lenox Rd, Suite 2000, Atlanta, GA 30326
225 North Michigan Ave, 7th Floor, Chicago, IL 60601
1999 Bryan St, Suite 2500, Dallas, TX 75201
12555 West Jefferson Blvd, Suite 200 East, Los Angeles, CA 90066
1615 L Street NW, Suite 500, Washington, DC 20036
290 Congress St, 7th Floor, Boston, MA 02210
Appendix
Response to Item 5(f)

Item 5(f): If the registrant is not an individual, furnish the following information: List all partners, officers, directors or persons performing the functions of an officer or director of the registrant.

<table>
<thead>
<tr>
<th>Name</th>
<th>Residence Address</th>
<th>Citizenship</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alan Banner</td>
<td>1285 New York, NY 10019</td>
<td>UNITED STATES</td>
<td>Global CFO and COO</td>
</tr>
<tr>
<td>Kathleen Jones</td>
<td>1285 Avenue of the Americas New York, NY 10019</td>
<td>UNITED STATES</td>
<td>AVP, Assistant Secretary</td>
</tr>
<tr>
<td>Shane Leahey</td>
<td>1285 Avenue of the Americas New York, NY 10019</td>
<td>UNITED STATES</td>
<td>Assistant Secretary</td>
</tr>
<tr>
<td>Jeff Sansonetti</td>
<td>1285 Avenue of the Americas New York, NY 10019</td>
<td>UNITED STATES</td>
<td>Corporate Controller and SVP</td>
</tr>
<tr>
<td>Mike Doyle</td>
<td>1285 Avenue of the Americas New York, NY 10019</td>
<td>UNITED STATES</td>
<td>CEO, President &amp; Director</td>
</tr>
<tr>
<td>John Walker</td>
<td>1285 Avenue of the Americas New York, NY 10019</td>
<td>UNITED KINGDOM</td>
<td>Assistant Secretary, VP &amp; Director</td>
</tr>
<tr>
<td>Christian Foster</td>
<td>1285 Avenue of the Americas New York, NY 10019</td>
<td>UNITED STATES</td>
<td>Director</td>
</tr>
<tr>
<td>Lisa Riad</td>
<td>1285 Avenue of the Americas New York, NY 10019</td>
<td>UNITED STATES</td>
<td>General Counsel &amp; Secretary</td>
</tr>
</tbody>
</table>