

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 <http://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 Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://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: <http://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .49 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, Registration Unit, Counterespionage 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 and Address of Registrant AB&C Philadelphia LCC 125 S. 9th Street, Suite 801 Philadelphia, PA 19107	2. Registration No. <b>6043</b>
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3. Name of Foreign Principal Netherlands Foreign Investment Agency	4. Principal Address of Foreign Principal Royal Netherlands Embassy 4200 Linnean Avenue, NW Washington, DC 20008
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5. Indicate whether your foreign principal is one of the following:

- Foreign government
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee                      |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group                |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other ( <i>specify</i> ) _____ |
- Individual-State nationality \_\_\_\_\_

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

a) Branch or agency represented by the registrant

Federal

b) Name and title of official with whom registrant deals

Dorien Van Boven, Director of Public Relations

7. If the foreign principal is a foreign political party, state:

a) Principal address

n/a

b) Name and title of official with whom registrant deals

c) Principal aim

Formerly CRM-157

FORM NSD-3  
Revised 03/11

8. 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.

n/a

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal Yes  No

Owned by a foreign government, foreign political party, or other foreign principal Yes  No

Directed by a foreign government, foreign political party, or other foreign principal Yes  No

Controlled by a foreign government, foreign political party, or other foreign principal Yes  No

Financed by a foreign government, foreign political party, or other foreign principal Yes  No

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes  No

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

10. 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.

**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and 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 of Exhibit A	Name and Title	Signature
May 24, 2011	Linda H. Shopa	/s/ Linda H. Shopa <span style="float: right;">eSigned</span>

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 <http://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 Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <http://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: <http://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 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, Registration Unit, Counterespionage 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 AB&C Philadelphia LLC	2. Registration No.  <b>6043</b>
3. Name of Foreign Principal Netherlands Foreign Investment Agency	

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. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Netherlands foreign investment Agency - The registrant is seeking to gain favorable consideration for The Netherlands among United States company executives, looking to establish and/or expand manufacturing and/or research and development operations in Europe. Advertising, direct marketing and public relations are being utilized to influence these audiences toward a greater awareness of the Netherlands' advantages as a foreign investment locale.

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

Registrant will engage in advertising, direct marketing and public relations to influence the audiences toward a greater awareness of the Netherlands' advantages as a foreign investment locale. These services include research, planning, preparing and distributing promotional messages and tools.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? 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.

**EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and 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 of Exhibit B	Name and Title	Signature
May 24, 2011	Linda H. Shopa	/s/ Linda H. Shopa <span style="float: right;">eSigned</span>

Footnote: 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.

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

## NFIA PROJECT APPROVAL

DATE: February 9, 2011

TO: Hans Bakker  
Executive Director, NFIA

FROM: John H. Orr  
Director of Public Relations  
Aloysius Butler & Clark

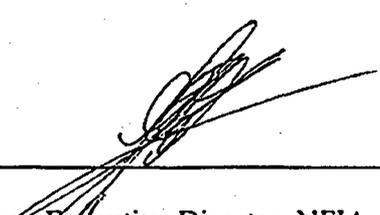
NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECT: Account Administration  
NFI-8834

DESCRIPTION: Supervision and management of PR personnel resources; review of monthly billing and vendor invoices; e-mail monitoring and response with various client contacts; preparation and attendance at client meetings; written account activity reports and conference reports as requested; writing of briefing memos for new projects; monitoring and analysis of media coverage and numerous websites; internal agency meetings to review progress and provide direction; daily client phone contact; background research on vendors, media and competitors as directed by client; monitoring, maintenance and posting for Linked-In professional group sites

TOTAL: \$18,000 (\$3,000 per month: February-July, 2011)

Signature



Date

2/9/11

Hans Bakker, Executive Director, NFIA

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107



Ambassade van het  
Koninkrijk der Nederlanden

## NFIA PROJECT APPROVAL

**DATE:** January 3, 2011

**TO** Hans Bakker, Executive Director NFIA

**FROM:** Steve Yarrow, Sr. Director  
Aloysius Butler & Clark

**NFIA CONTACT:** Dorien van Boven, Director of Public Relations

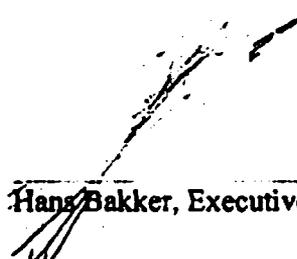
**PROJECT:** Key ad words for internet.  
(NFIA-339)

**DESCRIPTION:** Purchase of key words on major search engines  
which when searched will generate ads promoting  
various NFIA Websites including EHQ, SSC,  
Logistics and locationeurope.com

Objective/Outcome  
Generate traffic by prospects to key NFIA web sites

**TOTAL:** January-December 2011 : \$27,000  
(Billed monthly@ \$2,250 per month)

Signature:

  
Hans Bakker, Executive Director, NFIA

Date:

1/6/11

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

## NFIA PROJECT APPROVAL

DATE: February 9, 2011

TO: Hans Bakker, Executive Director, NFIA

FROM: John H. Orr  
Director of Public Relations  
Aloysius Butler & Clark

NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECT: National Media Relations  
NFI- 7835

DESCRIPTION: Research and maintain relevant trade and business press lists and editorial opportunity calendars; define and refine key NFIA messages and themes to communicate; regular editorial review of target media; conduct extensive phone and e-mail contact with these media; continuous pitching of story ideas to target media; develop, write and place editorial material (including feature articles, case studies, roundup stories, and opinion pieces); develop "tip-sheet" material to distribute to specific media on periodic basis; background research on new media opportunities

TOTAL: \$50,000 (\$10,000/month for February-June, 2011)

Signature \_\_\_\_\_

Date 2/9/11

Hans Bakker, Executive Director, NFIA

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

## NFIA PROJECT APPROVAL

DATE: January 3, 2011

TO: Hans Bakker, Executive Director, NFIA

FROM: John H. Orr  
Aloysius Butler & Clark

NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECT: Web Site News Items  
NFI-8836

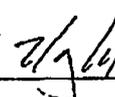
DESCRIPTION: Monitoring of Google Alerts and other websites for Netherlands news; research, writing, and editing of 10-15 (on average) news items per month for posting on NFIA website and inclusion in e-mail newsletter (Access the Netherlands)

TOTAL: \$ 18,000 (\$1,500 per month: January – December, 2011)

Signature



Date



Hans Bakker, Executive Director, NFIA

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

## NFIA PROJECT APPROVAL

DATE: March 23, 2011

TO: Hans Bakker, Executive Director NFIA

FROM: Steve Yarrow, Sr. Director  
Aloysius Butler & Clark

NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECT: Updating of Logistics Website  
NFIA-8939

DESCRIPTION : Updating [www.nfia.com/logistics](http://www.nfia.com/logistics) utilizing latest available information; includes reviewing site; researching available consultants reports and info on Achilles; providing data for revised/new charts to NFIA for use in creating chart graphics; re-writing copy; providing copy in word for uploading to website; project management time.

**Objective/Outcome**

Provide the latest possible data and information to prospects visiting the logistics web site.

TOTAL: \$3,250

Signature: \_\_\_\_\_

Hans Bakker, Executive Director, NFIA

Date: \_\_\_\_\_

3/23/11

NFIA 8976

Aloysius Butler & Clark  
125 South 9<sup>th</sup> Street  
Suite 801  
Philadelphia PA 19107

## NFIA PROJECT APPROVAL

**DATE:** March 17, 2011

**TO:** Hans Bakker  
Executive Director, NFIA

**FROM:** John H. Orr  
Director, P.R. Dept.  
Aloysius Butler & Clark

**NFIA CONTACT:** Dorien van Boven, Director of P.R.

**PROJECT:** Company Profile: Forever 21

**DESCRIPTION:** Research, writing and approval of 750-1000 word profile on Forever 21's operation in the Netherlands for use as editorial background, on the web site and in press kit materials

**TOTAL:** \$2,000

Signature \_\_\_\_\_

Date \_\_\_\_\_

Hans Bakker  
Executive Director, NFIA

3/17/11

NFIA 8905

Aloysius Butler & Clark  
125 South 9<sup>th</sup> Street  
Suite 801  
Philadelphia PA 19107

### NFIA PROJECT APPROVAL

**DATE:** March 8, 2011

**TO:** Hans Bakker  
Executive Director, NFIA

**FROM:** John H. Orr  
Director, P.R. Dept.  
Aloysius Butler & Clark

**NFIA CONTACT:** Dorien van Boven, Director of P.R.

**PROJECT:** Company Profile: Wieden + Kennedy

**DESCRIPTION:** Update existing 2007 profile. Research, writing and approval of 750-1000 word profile on Wieden + Kennedy's operation in the Netherlands for use as editorial background, on the web site and in press kit materials

**TOTAL:** \$2,000

Signature

Hans Bakker  
Executive Director, NFIA

Date

3/10/11

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

## NFIA PROJECT APPROVAL

DATE: March 17, 2011

TO: Hans Bakker, Executive Director NFIA

FROM: Steve Yarrow, Sr. Director  
Aloysius Butler & Clark

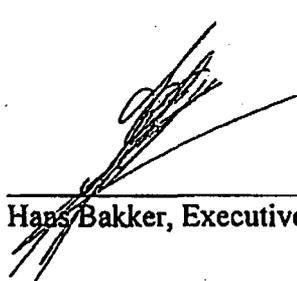
NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECTS: Printing/Fulfillment of "How to Invest" Brochure/  
Fulfillment of *Dutch Developments* to European Database  
(NFIA-8900  
NFIA-8904)

DESCRIPTION : Costs associated with printing/delivery of 500 "How to Invest"  
brochures; Costs associated with lettershop services/fulfillment  
of two *Dutch Developments* Newsletters to European Database.

TOTAL: \$5,876.50 (\$1,876.50 for brochures/ \$4,000 for newsletters)

Signature: \_\_\_\_\_

  
Hans Bakker, Executive Director, NFIA

Date: \_\_\_\_\_



Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

## NFIA PROJECT APPROVAL

DATE: January 31, 2011

TO: Hans Bakker, Executive Director NFIA

FROM: Steve Yarrow, Sr. Director  
Aloysius Butler & Clark

NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECT: Food for Thought Issue # 5 – Sustainability (May/June 2011)  
(NFIA-8509)

DESCRIPTION Editing and production of this on-going, on-line newsletter for prospects in the food industry in North America. Includes layout, art direction, creative supervision, editing, proofreading, digital production.

Objective/Outcome  
Continue to reach out to this prospect group to maintain top-of- mind awareness of the Netherlands as a major global leader in food science, technology and manufacturing; as well as promote opportunities for collaboration, and location of U.S. operations in the Netherlands.

TOTAL: \$16,250

Signature: \_\_\_\_\_

Hans Bakker, Executive Director, NFIA

Date: 2/10/2011

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

## NFIA PROJECT APPROVAL

DATE: April 7, 2011

TO: Hans Bakker, Executive Director NFIA

FROM: Steve Yarrow, Sr. Director  
Aloysius Butler & Clark

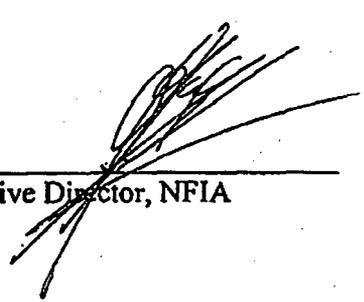
NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECT: HTML Conversion of Food for Thought Issue#5  
(NFIA-8509)

DESCRIPTION: HTML programming for FFT #5

Objective/Outcome  
Cover costs of HTML programming from  
under NFIA North American Budget

TOTAL: \$ 1,800

Signature:   
\_\_\_\_\_  
Hans Bakker, Executive Director, NFIA

Date: 4/26

Aloysius Butler & Clark  
125 S. 9<sup>th</sup> Street, Suite 801  
Philadelphia, PA 19107

### NFIA PROJECT APPROVAL

DATE: January 31, 2011

TO: Hans Bakker, Executive Director NFIA

FROM: Steve Yarrow, Sr. Director  
Aloysius Butler & Clark

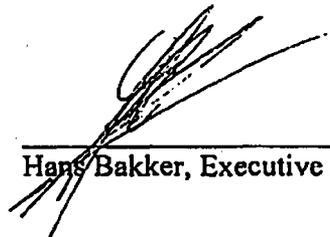
NFIA CONTACT: Dorien van Boven, Director of Public Relations

PROJECT: Direct Marketing Test Campaign to SME Prospects  
(NFIA-8595)

DESCRIPTION E-mail/ direct mail test targeting 12,000 SME prospects identified in the predictive modeling process. Includes creative concept options for e-mail/ direct mail—layout and copy. Art direction, production and creative supervision of 3 html e-mail approaches and 3, 4-page direct mailers in a clear, window envelope. Sending/tracking e-mails, fulfillment and first class postage for the direct mail. Project coordination.

Objective/Outcome  
Test relative impact and cost effectiveness of utilizing direct marketing as a way to reach potential SME prospects instead of more costly print advertising options.

TOTAL: \$35,000

Signature:   
Hans Bakker, Executive Director, NFIA

Date: 2/9/11