

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending January 31, 2015

(Insert date)

I - REGISTRANT

I. (a) Name of Registrant (b) Registration No.

Daniel J. Edelman, Inc.

3634

(c) Business Address(es) of Registrant

200 E Randolph Drive, Flr 63, Chicago, IL, 60601

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes No (2) Citizenship Yes No (3) Occupation Yes No

(b) If an organization:

(1) Name Yes No (2) Ownership or control Yes No (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.Yes No If yes, have you filed an amendment to the Exhibit C? Yes No

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes No

Name	Residence Address	Citizenship	Position	Date Assumed
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See Attachment A:
Additional Activities: Q 5.
(b)

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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See Attachment A: Additional
Activites: Q.5(c)

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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See Attachment A:
Additional Activities: Q 5.
(d)

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes No

If no, list names of persons who have not filed the required statement.

All required Short Forms are attached and submitted with this filing.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes No

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

100 Lives Ltd. (filing already submitted)

09.2014

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

Bombardier, Inc.
Economic Development Board of Singapore
L.I.A.

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes No

Exhibit B⁴ Yes No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes No

If yes, have you filed an amendment to these exhibits? Yes No

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization 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. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

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

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

See Attachment A: Additional Activities: Q.11 for detailed listing.

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, 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 or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes No

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that 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 political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 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 otherwise? Yes No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
See Attachment: B: Receipts & C: Disbursements.0 2.2015.All (for receipts for all FARA clients).			
			Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, have you filed an Exhibit D⁸ to your registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 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:

Foreign Principal	Date Received	Thing of Value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, 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.

⁹ 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.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

(2) transmitted monies to any such foreign principal? Yes No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

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

Date	To Whom	Purpose	Amount
See Attachment: B: Receipts & C: Disbursements. 02.2015.All (for disbursements for all FARA clients).			

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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^{10, 11} 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

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²
Yes No

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?
Yes No

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

See Press Releases.02.2015.FARA.All (attached to this filing).

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Other (specify) _____

Electronic Communications

- Email
- Website URL(s): _____
- Social media websites URL(s): _____
- Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) _____

21. What language was used in the informational materials:

- English
- Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes No

The Information is attached to this filing

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

- Yes
- No The Information is attached to this filing

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)

February 24, 2015

/s/ Randall Corley

eSigned

¹³ 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.

**Attachment A - Additional Activities
FARA Supplemental – FEB 2015**

Question 5.(b)

During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity?

Yes No

<u>Name</u>	<u>Residence Address</u>	<u>Citizenship</u>	<u>Position</u>	<u>Date Assumed</u>
Vance, Samantha	Brooklyn, NY	U.S.A.	PR Staff-Singapore	08.2014
Ekroth, Matt	New York, NY	U.S.A.	PR Staff-Bombardier	09.2014
Singh, Aman	Franklin Park, NJ	U.S.A.	PR Staff-Bombardier	12.2014
Comenalli, Debora	Alexandria, VA	Brazil	PR Staff-100 Lives	10.2014
Kirschenbaum, Elizabeth	Washington, DC	U.S.A.	PR Staff-100 Lives	10.2014

Question 5.(c)

Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period?

Yes *

*The below list of individuals no longer work for registrant.

**All were PR Staff for various FARA clients in the past; exact clients and dates of termination from registrant unknown, but all were prior to July 2014.

Aabram, Michael P.	Alagno, Caryn McLeod	Beebe, Christianna
Briceno, Erika Isabel	Cassella, Kelly	Choi, Michelle
Dean, Natalie	Domingo, Roquena R.	Dreyer, Kate
Emrich, Mitzi	Flacks, Abigail	Forrest, Thomas
Fritz, Lindsey	Gibson, Mike	Golter, Elizabeth
Hanczor, Kristin	Hara, Stacey Zolt	Hardesty, Cameron E.
Hawkins, Tamika	Holwill, Claudia	Jang, Mira
Kerner, Sarah	Kinney, Maura	Kuntz, Jessica
Lacey, Kathleen	Lau, Timothy	Lineberger, John
Lumet, Michele	Maya, Raquel	Moran, Matthew
Naim, Claudia	Naple, Michael Anthony	O'Tierney, Brenna Clairr
Rasch, Joanne Hellebrand	Six, Robert J.	Snow, Meghan
Solomon, Angela	Suiters, Tyler	Terrones-Dimant, Gaston
Verhey, Amy	Wellman, Frederick Paul	Woo, Courtney
Zivin, Aaron "Sparky"		

Question 5.(d)

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period?

Yes If yes, furnish the following information:

<u>NAME</u>	<u>POSITION OR CONNECTION</u>	<u>DATE TERMINATED</u>
Hilder, Miles	PR Staff: Bombardier	08.2014
Suvanto, Lex	PR Staff: LIA	08.2014
Gibbons, Trevor	PR Staff: LIA	08.2014
Tendler, Chad	PR Staff: LIA	08.2014
Brickman, Kara	PR Staff: LIA	08.2014
Reeves, James	PR Staff: Bombardier	09.2014
McGee, Honor	PR Staff: Bombardier	09.2014

Question 11:

During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail your activities and services:

Singapore Economic Development Board

Strategy and Planning

- Executed and advised on strategic PR & communications plan; updated messaging; developed key opinion leader engagement recommendations
- Participated in and hosted EDB for account review and routine integrated marketing agency meetings
- Signed new contract engagement through March 31, 2015 with an option to extend

Media Materials and Outreach

- **Press Releases [Attached to Exhibit A. Additional Activities: Press Releases]**
 - Edelman distributed several press releases during this timeframe for various announcements/issues/events, including:
 - Fortinet
 - Nielsen
- **Monitoring and Counsel**
 - Edelman conducted ongoing media monitoring of important news topics and shared relevant coverage with EDB as appropriate, and in weekly reports
- **Media Outreach**
 - The team pitched media for various announcements/issues/events, positioning EDB as a Home for Talent, Innovation & Business within Asia
- **Media Requests and Interviews**
 - The team secured interviews / article opportunities with the following and responded to their interview requests, including:
 - Mainstream (e.g., The Wall Street Journal, The New York Times, Bloomberg, CNBC)
 - Trade (e.g., IndustryWeek)
- **Online and Social Media Support**
 - Provided counsel, media monitoring, reporting and support for EDB

Opinion/Thought Leadership /Content

- **Bylines and Op-eds**
 - Edelman secured interest for byline opportunity for EDB, coordinated in drafting

Influencer Engagement

- **Conferences**
 - Conducted background research and outreach for conferences and events for EDB's potential participation
 - Provided media briefs and on-site support to EDB U.S. spokespeople at regional industry conferences

BOMBARDIER

August 2014

CSR

- Assisted in presentation development for Integrated Communications Committee and CSR Committee meetings
- Developed draft of online CSR report outline and format recommendations for 2014 Activity Report

September 2014

CSR

- Facilitated discussions around reporting strategy, timeline and process updates with Integrated Communications Committee and CSR Committee
- Developed presentation on International Integrated Reporting Council's framework for integrated reports to guide discussions on 2014 reporting
- Developed robust report outline to guide reporting and content collection processes

October 2014

CSR

- Developed framework for reporting opportunities and risks and identified elements to be included in 2014 Activity Report
- Reviewed MD&A to identify elements to be included in 2014 Activity Report
- Participated in Q3 results call to guide narrative for financial elements of 2014 Activity Report

November 2014

CSR

- Developed content requests to distribute to subject matter experts
- Developed connectivity model showing how financial and non-financial factors are interdependent
- Developed architecture for sustainability section on bombardier.com

December 2014

CSR

- Reviewed content submissions from subject matter experts for 2014 Activity Report
- Attended CSR Committee meeting and facilitated discussions with subject matter experts on report content
- Began drafting 2014 Activity Report
- Participated in briefing call on financial key messaging

January 2015

CSR

- Drafted 2014 Activity Report
- Facilitated discussions around sustainability web content

Libyan Investment Authority

- Provide strategic communication services and engagement
- Review media coverage
- Identify potential engagement opportunities

100 Lives, Ltd.

- Performed public relations and stakeholder engagement activities in the United States to promote, position, launch and manage the "100 Lives" project.

FARA FEB 2015: B.Receipts and C.Disbursements

Edelman

Bombardier, Inc.

RECEIPTS during the period August 1, 2014 through January 31, 2015

DATE PAID	PURPOSE	AMOUNT
10/6/2014	Fee	\$ 20,600
8/8/2014	OOPs	\$ 372
10/6/2014	Fee	\$ 20,600
10/13/2014	Fee	\$ 20,600
10/13/2014	Fee + OOPs	\$ 8,830
11/10/2014	Fee + OOPs	\$ 30,031
11/10/2014	Fee + OOPs	\$ 15,896
11/17/2014	Fee	\$ 20,600
12/15/2014	Fee	\$ 20,600
1/12/2015	Fee + OOPs	\$ 11,918
1/12/2015	Fee + OOPs	\$ 27,696
1/12/2015	Fee	\$ 20,600
TOTAL		\$ 218,342.79

Bombardier, Inc.

DISBURSEMENTS during the period August 1, 2014 through January 31, 2015

DATE BILLED	PURPOSE	AMOUNT
9/30/2014	CATT Vendor Load	\$ 27
11/26/2014	Sprint Vendor Load	\$ 3
9/30/2014	Consulting Other	\$ 1,000
11/18/2014	Sprint Vendor Load/CATT vendor load	\$ 5
12/31/2014	Airfare/Vendor Load/Ground Transit/Meals/Hotels/Currency Conversion	\$ 1,784
TOTAL		\$ 2,818.22

Singapore Economic Development Board

RECEIPTS during the period August 1, 2014 through January 31, 2015

DATE	PURPOSE	AMOUNT
10/17/2014	Fees	\$ 34,000.00
10/17/2014	Fees	\$ 10,000.00
10/17/2014	OOPs	\$ 1,190.83
10/17/2014	Fees	\$ 34,000.00
10/17/2014	Fees	\$ 10,000.00
10/17/2014	Fees	\$ 34,000.00
10/17/2014	Fees	\$ 10,000.00
10/17/2014	Fees	\$ 34,000.00
10/17/2014	Fees	\$ 10,000.00
11/14/2014	Fees	\$ 34,000.00
11/14/2014	OOPs	\$ 8,933.29
11/21/2014	Fees	\$ 34,000.00
11/21/2014	OOPs	\$ 8,436.63
12/30/2014	Fees + OOPs	\$ 32,496.80
12/30/2014	Fees	\$ 10,000.00
1/23/2015	Fees + OOPs	\$ 32,757.59

1/23/2015	Fees	\$ 10,000.00
TOTAL		\$ 347,815.14

Singapore Economic Development Board

DISBURSEMENTS during the period August 1, 2014 through January 31, 2015

DATE	PURPOSE	AMOUNT
n/a	n/a	n/a
TOTAL		\$0.00

100 Lives

RECEIPTS during the period August 1, 2014 through January 31, 2015

DATE	PURPOSE	AMOUNT
	N/A	n/a
TOTAL		\$0.00

100 Lives

DISBURSEMENTS during the period August 1, 2014 through January 31, 2015

DATE	PURPOSE	AMOUNT
1/31/2015	Airfare	\$ 1,932.60
1/31/2015	Business Svc(Fax, Print, Copy)	\$ 283.92
1/31/2015	Ground Transit Charges	\$ 22.88
1/31/2015	Ground Transit Charges	\$ 103.25
1/31/2015	Limousine/Car Service	\$ 667.20
1/31/2015	Train/Rail Transportation	\$ 53.19
1/31/2015	Travel-Meals / Subsistence	\$ 3.13
TOTAL		\$ 3,066.17

L.I.A.

RECEIPTS during the period August 1, 2014 through January 31, 2015

DATE	PURPOSE	AMOUNT
10/20/2014	Payment received in full.	\$ 28,890.58
TOTAL		\$ 28,890.58

L.I.A.

DISBURSEMENTS during the period August 1, 2014 through January 31, 2015

DATE	PURPOSE	AMOUNT
	N/A	
TOTAL		\$ -



Press Release –

Media Contact:

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Fortinet
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Fortinet Sets Up Research & Development Center in Singapore

Extends Leading Network Security Vendor's Innovation Efforts to Protect Enterprises Amid an Environment of Escalating Cyber Threats

SUNNYVALE, Calif., August 26, 2014 – **Fortinet®** (NASDAQ: FTNT) – a global leader in high-performance network security – today announced that it plans to establish a regional centre in Singapore this year to conduct network security research and development, and help extend its innovation lead in the marketplace to better protect enterprises and service providers amidst escalating cyber security threats. Along with the setting up of this R&D facility, Fortinet intends to leverage local high-quality talent to boost its regional technical support, marketing, finance and legal employee base in Singapore.

To be located in Fortinet's Asia Pacific headquarters at Beach Road, this centre will house security research and development professionals to extend collaboration on threat intelligence and provide emergency threat response to customers. The facility will complement and extend Fortinet's existing R&D centers, including FortiGuard Labs, primarily located in the US and Canada. The company also expects those additional resources to help support its growth. Fortinet increased its worldwide billings by 33% year-over-year, and 22% in Asia Pacific, during Q2 2014. The company is recognized as the no. 2 network security appliances vendor by factory revenue market share in Asia Pacific, according to data from IDC's quarterly network security appliances tracker.

"The Singapore government's vision to make the republic a cybersecurity business and research hub drew us to set up an R&D base here," said Michael Xie, Fortinet's Founder,

President and CTO. "The abundance of well-trained IT professionals here gives us ready access to a deep talent pool, while the country's strong cybersecurity ecosystem and regional hub status gives us synergy and immediate connectivity to fast growing Asia Pacific markets."

Mr. Kiren Kumar, Director of the Infocomms and Media Division at the Singapore Economic Development Board, said: "We warmly welcome Fortinet's decision to establish its network security R&D Centre in Singapore. Fortinet is a well respected innovator and worldwide leader in network security, and its decision to invest in its presence in Singapore offers strong validation of Singapore's growing position as a regional hub for cybersecurity solutions in Asia Pacific. Cybersecurity companies like Fortinet can leverage Singapore's strong connectivity to regional markets and access to a diverse talent pool to develop new capabilities that help their customers navigate a rapidly evolving cyber threat landscape."

About Fortinet

Fortinet (NASDAQ: FTNT) helps protect networks, users and data from continually evolving threats. As a global leader in high-performance network security, we enable businesses and governments to consolidate and integrate stand-alone technologies without suffering performance penalties. Unlike costly, inflexible and low-performance alternatives, Fortinet solutions empower customers to embrace new technologies and business opportunities while protecting essential systems and content. Learn more at www.fortinet.com.

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FTNT-O



News Release

Media enquiries: Deanie Sultana
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Email: deanie.sultana@nielsen.com

NEW SINGAPORE-BASED INNOVATION HUB TO DRIVE GREATER INVESTMENT IN DIGITAL INNOVATIONS DESIGNED 'IN ASIA, FOR ASIA'

SINGAPORE, 3rd FEBRUARY 2015 – Nielsen, a global information and measurement company, today announced it will launch a new Singapore-based innovation hub, the *Asia Innovation Centre*, designed to drive innovation in research and measurement techniques which addresses the unique and evolving insights and information needs of organisations operating in Asia. The Asia Innovation Centre will leverage Nielsen's extensive regional client relationships to identify new opportunities for innovation, with a particular focus on digital innovation, and then work with regional start-ups, suppliers, and academia to develop and test new solutions for the market.

Working in collaboration with the Singapore Economic Development Board, Nielsen will model the Asia Innovation Centre off its highly successful US-based Innovation Lab, a collaboration with Stanford Graduate School of Business. Nielsen has committed to an initial investment of SGD\$14 million over five years in the establishment of the Asia Innovation Centre, including upwards of 30 employees with expertise in areas such as research, insights and data science, together with dedicated points of contact at participating universities in Asia, as well as Singapore-based start-ups and business associations.

A number of innovation projects have been identified as key priorities for Nielsen and its collaborators, including:

- A new platform for reporting on cross-platform audience measurement and advertising effectiveness which is modelled off Nielsen's world-class cross-platform solution, Online Campaign Ratings, and designed to provide greater transparency into the effectiveness of leveraging cross-platform strategies for media content delivery and advertising;
- A card measurement platform tailored for the financial services sector in Asia Pacific to promote greater market efficiencies and increased consumer engagement and loyalty;
- An first-of-its-kind e-commerce retail sales measurement platform to capture and report on the volume and value on online sales transactions; and



- A retail distribution modelling service which leverages geo-satellite technology to assist with product distribution and route-to-market strategies.

"Southeast Asia is a key growth engine in the coming years for many of our clients here in Asia and around the world, and with rapidly evolving digital behaviour across the region, there is growing demand for insights into the lifestyles, habits and purchasing behaviours of Asian consumers," notes Cheong Tai Leung, President of Nielsen's Southeast Asia, North Asia and Pacific operations. "It's no coincidence that we have chosen Singapore as the location for the Nielsen Innovation Centre – it is the globally recognised hub of Southeast Asia with highly skilled talent, world-class infrastructure and a strong underlying commitment to innovation. As all eyes turn to Southeast Asia, we are excited to be spear-heading locally developed innovative solutions in Asia, for Asia which address our clients' growing needs."

"The Asia Innovation Centre reinforces Singapore's attractiveness as a pan-Asian consumer insights hub, where companies gain access to various methodologies and technologies that deepen their market understanding to drive regional innovation strategies." Mr. Kevin Lai, Executive Director of Consumer Businesses at EDB added. "Global companies like Nielsen can tap into the region's sophisticated demand base and Singapore's infrastructure, to spearhead new technological products, solutions and services, strengthening Singapore's position as the digital innovation capital of Asia".

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA, and Diemen, the Netherlands. For more information, visit www.nielsen.com.

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