

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 5/31/2015

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
- Ketchum Inc. 5758
- (c) Business Address(es) of Registrant
1285 Avenue of the Americas
New York, New York 10019

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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(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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(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
See Attachment F			

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.

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
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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
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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.

Russian Federation
Gazprom Export
Republic of Ecuador
Tourism Australia
ICEX Spain Trade and Investment
Extenda (Olives)

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 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) 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

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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 The term "political activity" 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 See Attachment C	Purpose	Amount
			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 D 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 D		

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.

Tourism Australia
 ICEX
 Extenda

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) pinterest.com/seeaustralia

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

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?
 Yes No

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)

August 06, 2015

/s/ Craig Mersky

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
to
Ketchum Inc.
Supplemental Statement

Section 11: During this 6 month (December 1, 2014 – May 30, 2015) reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?

Activities of Ketchum representatives on behalf of Tourism Australia ("Client") were as follows:

December 1, 2014 – May 30, 2015

- Continued support and follow up with media relations in connection with their November trips for Invite the World to Dinner in Tasmania
- Supported the New York media tour surrounding the Avec Eric premiere by booking deskside meetings for Tourism Australia with editors and coordination of influencers at the Avec Eric event
- Coordinated meetings in Los Angeles during March trip of "Best of" partners and Tourism Australia with editor and influencers.
- Conducted outreach surrounding G'Day Summit and keynote speaker, film director Warrick and Tourism Australia's Jane Whitehead on travel to Australia and Warrick's indigenous project.
- Performed monitoring services and reporting for Tourism Australia's marketing and PR efforts for the year.

**ATTACHMENT A
to Ketchum Inc.
Supplemental Statement**

Section 11: During the 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in items 7, 8 and 9 of this statement?

The activity of Ketchum representatives on behalf of Ecuador ("Client") was as follows:

No activity to report

**ATTACHMENT A
to Ketchum Inc.
Supplemental Statement**

Section 11: During the 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in items 7, 8 and 9 of this statement?

The activity of Ketchum representatives on behalf of Gazprom ("Client") was as follows:

No activity to report

Attachment A

Activities of Ketchum representatives on behalf of ICEX Trade ("Client") were as follows:

- **December 2014 – May 2015**
 - Coordinated advertising with Trade Media
 - Coordinated materials for eNewsletter
 - Media outreach to *Restaurant Hospitality* and *Hotel F&B* on bar food articles and *National Culinary Review* for appetizer feature

Attachment A

Activities of Ketchum representatives on behalf of Olives from Spain ("Client") were as follows:

December 2014

- Ketchum conducted Internet Media Tour in October, 2014 on behalf of Olives from Spain with spokesperson and brand ambassador Annie Sibonney.
- Ketchum Foodservice team secured recipe placement in ***Recipedia, Restaurant Hospitality*** and ***Café Meeting Place***.

January 2015

- No activations took place in January, 2015.

February 2015

- Coordinated CBS Mini-show integration with chef and spokesperson Annie Sibonney.
- Olives From Spain participated at the 2015 SOBE WFF. As part of its presence at SOBE, Ketchum worked with Mom Trends for a blogger partnership.
- Ketchum Foodservice team secured recipe placement in ***StarChefs*** and ***FSR Magazine***

March 2015

- No activations took place in March, 2015.

April 2015

- No activations took place in April, 2015.

May 2015

- No activations took place in May, 2015.

ATTACHMENT C
to
Ketchum Inc.
Supplemental Statement

Section 14: During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 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?

Ketchum received \$120,000 to cover fees and expenses for providing services for the benefit of Australia Tourism during the reporting period.

ATTACHMENT C
to
Ketchum Inc.
Supplemental Statement

Section 14: During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 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?

Ketchum received **\$182,226** to cover fees for providing services on behalf of its client ICEX from December 2014 – May, 2015.

ATTACHMENT C
to
Ketchum Inc.
Supplemental Statement

Section 14: During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 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?

Ketchum received **\$176,417.94** to cover fees for Trade and Consumer activities for providing services on behalf of its client Olives from Spain from December 2014 – May, 2015.

ATTACHMENT D
to
Ketchum Inc.
Supplemental Statement

Section 15: During this 6 month reporting period, have you disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7,8, and 9 of this statement?

Ketchum dispersed and expended monies on behalf of ICEX activations as follows:

Expense/Vendor	OOP Expense Total
GETTY IMAGES, INC	\$300.00
JAMES BRADNER	\$357.50
ROSEMONT EXPOSITION SERVICES, INC.	\$4,032.63
COLORGRAPHICS, INC.	\$3,564.53
CREATIVE SOLUTIONS NETWORK, INC.	\$185.00
XYZ GRAPHICS, INC	\$5,362.25
FRESHSMARTSOLUTIONS, INC.	\$9,369.16
COMPASS ADVANTAGE, INC	\$160.00
DAVID SHALLECK	\$2,000.00
EVENT PRO STRATEGIES, LLC	\$1,834.49
TOTAL	\$27,165.56

ATTACHMENT D
to
Ketchum Inc.
Supplemental Statement

Section 15: During this 6 month reporting period, have you disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7,8, and 9 of this statement?

Ketchum dispersed and expended monies on behalf of Olives from Spain and its Consumer program and activations as follows:

Expense/Vendor	OOP Expense Total
Sibonney Communications	\$12,980.00
Mom Trends LLC	\$17,000.00
CBS Television Network	\$50,000.00
Kitchen Consultants	\$2,670.53
Kitchen Consultants	\$2,257.34
Event Pro Strategies	\$663.11
KDY Inc.	\$781.44
Pioneer Logistics Systems, INC.	\$895.00
CBS Television Network	\$100,000.00
ACORSA USA, INC.	\$1,046.00
Visual Goodness	\$1,000
ACORSA USA, INC.	\$400.00
Visual Goodness	\$1,000
Total:	\$190,693.42

ATTACHMENT F
to
Ketchum Inc.
Supplemental Statement

Section 5(d): Have any employees or individuals, who have filed short form registration statement, terminated their connection with any foreign principal during this 6 month period?

<u>Name</u>	<u>Position</u>	<u>Date of Status Change</u>
Ron Surfield	Employee	2/02/15
Avelyn Austin	Employee	12/17/14
Ryan Thornton	Employee	3/17/15