

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 BLJ Worldwide LTD 250 West 57th Street, Suite 1311 New York, NY 10107	2. Registration No. 5875
3. Name of Foreign Principal Emirates Center for Strategic Studies & Research via Adam Friedman Associates, LLC	4. Principal Address of Foreign Principal New Airport Road, Abu Dhabi, UAE

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 checked="" type="checkbox"/> Other (<i>specify</i>) <u>Research Institution</u>

Individual-State nationality _____

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

a) Branch or agency represented by the registrant

b) Name and title of official with whom registrant deals

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

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

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.

The Emirates Center for Strategic Studies & Research has as its objectives: To conduct studies and research on topics relevant to the national security and economic and social well-being of the United Arab Emirates and the Gulf region and on other relevant international concerns; to provide community services through scientific activities and the convening of symposia, lectures and conferences on topics related to the research agenda of the Center. It also actively assists and promotes the professional development of UAE nationals through training programs. The Center also extends support to the government's decision-making process by preparing reports on best policy scenario mix and providing research inputs to decision-makers.

b) Is this foreign principal:

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

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

The ECSSR is a think tank that is financed by the Government of the Emirates.

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
February 06, 2014	Peter Brown, Chairman & CEO	/s/ Peter Brown
		eSigned

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 BLJ Worldwide LTD 250 West 57th Street, Suite 1311 New York, NY 10107	2. Registration No. 5875
3. Name of Foreign Principal Emirates Center for Strategic Studies & Research via Adam Friedman Associates, LLC	

Check Appropriate Box:

4. The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.
 [See attached written contract.]

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

[See attached written contract.]

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
February 06, 2014	Peter Brown, Chairman & CEO	/s/ Peter Brown eSigned

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.



August 1, 2013

Adam Friedman Associates, LLC.
Attn: Adam Friedman
28 West 44th Street
New York, NY 10036

RE: BLJ Worldwide Engagement Letter

The purpose of this letter is to confirm the terms on which BLJ Worldwide LTD has undertaken to work with Adam Friedman Associates:

Scope, Staffing and Timing

BLJ Worldwide will support Adam Friedman Associates LL in conducting global activities deemed important to the Emirates Center for Strategic Studies & Research, which may include strategic advice, research, media outreach, events and other services as needed.

The first phase of the assignment will begin August 1, 2013 and end March 31, 2014. This Agreement is effective for the same period. Should we conclude, as the work proceeds, that the scope, staffing or timing of the assignment should change, we will discuss that issue with you immediately.

Our Fees and Expenses

Our professional fees for this initial assignment will be \$810,000 (Eight Hundred Ten Thousand U.S. Dollars), payable as follows:

- 1/3 Payment of \$270,000 on August 1, 2013
- 1/3 Payment of \$270,000 on October 1, 2013
- 1/3 Payment of \$270,000 on December 31, 2013

A handwritten signature in black ink, appearing to be 'AF', is located to the right of the payment schedule.

Our fees are inclusive of expenses such as travel, website, SEO, and collateral development. For any projects or activities that we mutually agree are outside the cost and scope of our agreement, we will secure prior approval for reimbursement.

Payment is due upon receipt of an invoice.

For Wires:
HSBC New York
452 Fifth Avenue, New York, NY 10018
Account No. [REDACTED]
Routing No. [REDACTED]
SWIFT: [REDACTED]



We look forward to an enduring and mutually beneficial relationship. Please confirm your acceptance of this letter by signing, dating, and returning the enclosed copy of this letter to Peter Brown at BLJ Worldwide LTD – 250 West 57th Street, Suite 1311, New York, NY 10107.

Very truly yours,

ACCEPTED & AGREED

For and on behalf of
BLJ Worldwide LTD

For and on behalf of
Adam Friedman Associates, L.L.C.

By:

A handwritten signature in black ink, appearing to be 'Peter Brown', written over a horizontal line.

Name (Print): Peter Brown

Title: Chairman & Chief Executive Officer

Date:

8/15/13

By:

A handwritten signature in black ink, appearing to be 'Adam Friedman', written over a horizontal line.

Name (Print): Adam FRIEDMAN

Title:

PRINCIPAL

Date:

8/12/13