

U.S. Department of Justice

Washington, DC 20530

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

INSTRUCTIONS: File this amendment form for any changes to a registration. Compliance is accomplished by filing an electronic amendment to registration statement and uploading any supporting documents 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 1.5 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 Mercury	2. Registration No. 6170
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- To give a 10-day notice of change in information as required by Section 2(b) of the Act.
- To correct a deficiency in
- Initial Statement
- Supplemental Statement for the period ending _____
- Other purpose (*specify*) _____
- To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list:
Exhibit A, Exhibit B, Short Form Registrations

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (*If space is insufficient, a full insert page must be used.*)

An additional foreign principal, Dr. Akinwumi Adesina, has been newly retained effective April 1, 2015.

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 the 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 signature¹)

April 29, 2015

/s/ John Vincent Weber

eSigned

¹ 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.

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 Mercury, 701 8th St NW, Suite 650, Washington DC 20001	2. Registration No. 6170
3. Name of Foreign Principal Dr. Akinwumi Adesina	4. Principal Address of Foreign Principal Federal Ministry of Agriculture & Rural Development Federal Republic of Nigeria Complex Block A, Area 11 PMB 135 Garki, Abuja, Nigeria
5. Indicate whether your foreign principal is one of the following: <input type="checkbox"/> Government of a foreign country ¹ <input type="checkbox"/> Foreign political party <input type="checkbox"/> Foreign or domestic organization: If either, check one of the following: <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Association <input type="checkbox"/> Committee <input type="checkbox"/> Voluntary group <input type="checkbox"/> Other (specify) _____ <input checked="" type="checkbox"/> Individual-State nationality <u>Nigeria</u>	
6. If the foreign principal is a foreign government, state: a) Branch or agency represented by the registrant N/A b) Name and title of official with whom registrant deals	
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	

¹ "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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.

Dr. Akinwumi Adesina is the Federal Government of Nigeria's Candidate for President of African Development Bank Group.

b) Is this foreign principal:

- | | |
|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| Supervised by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input checked="" 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 type="checkbox"/> No <input checked="" type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input checked="" 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 Federal Ministry of Agriculture and Rural Development of Nigeria is paying Mercury to provide campaign consulting services to Dr Akinwumi Adesina.

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
April 29, 2015		/s/ John Vincent Weber 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

Mercury

2. Registration No.

6170

3. Name of Foreign Principal

Dr. Akinwumi Adesina

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.

The nature and method of performance of the above indicated agreement is set forth in attached Consulting Services Agreement.

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

Mercury will provide strategic consulting and management services. For additional details see schedule 1 (services) in the consulting services agreement.

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.

In the course of providing strategic consulting and management services to the foreign principal, we will be contacting officials in the U.S. Government (both Congress and the Administration) and members of the U.S. media. For additional details, please see the attached Consulting Services Agreement.

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
April 29, 2015		/s/ John Vincent Weber
		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.

Mercury.

CONSULTING SERVICES AGREEMENT

Dr Akinwumi Adesina (Federal Government of Nigeria's Candidate for President of African Development Bank Group) ("Client") hereby enters into this Consulting Services Agreement ("Agreement") effective as of April 1, 2015 ("Effective Date") to retain Mercury Public Affairs LLC, a New York limited liability company having a business address at 250 Greenwich Street, 36th Floor, 7 World Trade Center, New York, New York U.S.A. 10007 ("Consultant"), as an independent contractor to perform the services described herein.

1. **The Services.** Client and Consultant agree that Client hereby retains Consultant to render consulting services to the Client as specified on Schedule 1 attached hereto. In addition, subject to any limitations set forth on Schedule 1, Consultant should provide such other reasonable consulting services as the parties shall mutually agree to in writing (together with the consulting services identified on Schedule 1, the "Services") during the Term (as described below).
2. **Payment Terms.** Client and Consultant agree that Consultant shall be entitled to receive the fees, compensation and retainer set forth on Schedule 2, which may be modified from time to time as mutually agreed to in writing. In addition, Client agrees to reimburse Consultant for reasonable and customary expenses actually incurred and properly documented in providing the Services. Such expenses would only be incurred with the approval of the Client. Payment in full shall be made to Consultant within ten (10) days of the signing of this Agreement. In the event that Client does not pay such invoices within the specified timeframe, Consultant may suspend provision of Services until payment is made. All payments made by Client shall be without deduction or offset.
3. **Term.** The Term of this Agreement shall begin on the Effective Date and will continue in effect until June 1, 2015 (the "Term"). The Term of this Agreement shall continue on a month to month basis thereafter, unless terminated by either party on thirty (30) days prior written notice to the other party.
4. **Client Contact.** Client shall designate to Consultant, from time to time in writing, the primary contact for reporting and billing purposes. Contacts are identified on Schedule 3. Consultant shall keep the primary contact for reporting purposes regularly informed as to the status of the performance of the Services in accordance with this consulting Agreement.
5. **Independent Contractor Status.** Consultant agrees that it is an independent contractor and not an agent or employee of Client and Consultant will not hold itself out as such an agent or employee. Consultant has no authority or responsibility to enter into any contracts on behalf of Client.
6. **Non-Compete.** Each party acknowledges that the other party's employees are a valuable asset of such party. Accordingly, each party agrees that during the term of this Agreement

and for one (1) year thereafter, such party shall not, directly or indirectly, knowingly recruit or solicit, or employ, engage as a consultant, or otherwise retain, any of the other party's employees who are involved in the performance of this Agreement. Each party agrees that the other party's remedy at law for a breach of the provisions of this paragraph shall be inadequate and therefore the non-breaching party shall be entitled to injunctive relief for such breach, without proof of irreparable injury and without posting bond, in addition to any other right or remedy it might have.

7. Confidential Information/Trade Secrets. During the course of the performance of the Services, Consultant may have access to, have disclosed to it, or otherwise obtain information which Client identifies in writing or through labeling as being of a confidential and/or proprietary nature to it (the "Confidential Information"). Consultant shall use such Confidential Information solely in performance of its obligations under this Agreement. Information shall not be deemed confidential if such information is: (i) already known to Consultant free of any restriction at the time it is obtained, (ii) subsequently learned from an independent third party free of any restriction; or (iii) available publicly.
8. Non-Exclusive/Performance. Client hereby acknowledges and agrees that Consultant shall, during the Term and thereafter, be entitled to perform and render services or conduct operations of a nature similar or dissimilar to the services or operations performed for Client under this Agreement on behalf of itself or other entities in the same or similar business as Client and nothing contained herein shall preclude Consultant from doing so. Notwithstanding anything contained in this Section 8 to the contrary, Consultant represents and warrants that throughout the Term it will devote such personnel and resources in the performance of the Services as it deems reasonably necessary to perform such Services hereunder diligently and conscientiously.
9. Indemnification. Each party shall indemnify and hold harmless the other party, its principals, employees, officers and agents, (collectively, the "Indemnified Parties") from and against any and all liabilities, losses, claims, demands, actions, judgments, costs and expenses including but not limited to attorney's fees, arising out of or resulting from any negligence, gross negligence or willful misconduct by the indemnifying party, its employees, officers, directors and agents.

Mechanics of Indemnity. Each party's indemnification obligations set forth herein are conditioned upon the Indemnified Parties: (i) giving prompt written notice of any claim, action, suit or proceeding for which the Indemnified Parties are seeking indemnity; (ii) granting control of the defense and settlement of the action to the indemnifying party; and (iii) reasonably cooperating with the indemnifying party with respect to the defense of the action. Notwithstanding the foregoing, the Indemnified Parties may, at their option and expense, participate in the defense or settlement of any claim, action, suit or proceeding covered by this Section 9.
10. Publicity. Client shall not use Consultant's name, logo, trademarks or service marks in any advertising, publicity releases, or any other materials without Consultant's prior written approval.
11. Assignment. Neither party shall assign this Agreement or otherwise transfer, subcontract

or delegate any of its rights and/or obligations hereunder without the prior written consent of the other and any attempt to do so will be void.

12. Notices. Any notice or other communication required or which may be given hereunder will be in writing and either delivered personally or mailed, by certified or registered mail, postage prepaid, or sent via facsimile or email, and will be deemed given when so delivered personally or if sent via facsimile, to a facsimile number designated below with receipt thereof confirmed electronically, or if mailed, 72 hours after the time of mailing as follows:

If to Consultant:

Mercury Public Affairs LLC
14502 North Dale Mabry Hwy, Suite 104
Tampa, FL 33618
United States of America
Attention: Bibi Rahim
Telephone: 813-908-1380
Fax: 813-969-0368
Email: Finance@mercuryllc.com

If to Client:

Dr Akinwumi Adesina c/o
Federal Ministry of Agriculture and Rural Development
Federal Republic of Nigeria
Complex Block A, Area 11, PMB 135
Garki, Abuja
Nigeria
Attention: Ada Osakwe - Senior Investment Advisor to the
Honourable Minister
Telephone: +234 7066 173 098
Email: ada.osakwe@fmardnigeria.org

Either party may change the persons and address to which notices or other communications are to be sent to it by giving written notice of any such change in the manner provided herein for giving notice.

13. Governing Law. This Agreement shall be governed by and construed in accordance with the Laws of the State of New York, United State of America applicable to agreements negotiated, executed and performed entirely within the State of New York, United States of America without regard to its conflicts of laws rules.
14. No Liability of Consultant. Consultant shall bear no liability to Client for loss or damage in connection with advice or assistance by Consultant given in good faith performance of the Services.
15. Applicable Law—Dispute Resolution. This Agreement is governed exclusively by the law of the State of New York and the United States of America, as applicable.

In the event of any dispute between the parties to this Agreement concerning the terms of this Agreement or matters related thereto, the parties shall first attempt as a condition precedent to further action to settle and resolve said dispute amicably and by agreement

within thirty (30) days of a receipt of notice of a dispute by one party to the other party. Each party shall deal in good faith through representatives authorized and empowered to resolve the dispute.

In the event that said dispute cannot be settled and resolved amicably as set out above, said dispute shall be resolved exclusively and finally through arbitration as set out in this paragraph 15 and under the following terms and conditions:

- (a) All disputes arising out of or in connection with this Agreement shall be finally settled and resolved under the Rules of Arbitration of the International Chamber of Commerce as are at present in force.
- (b) Three arbitrators shall be appointed in accordance with said Rules.
- (c) The arbitration shall take place in Washington, DC, unless otherwise agreed to in writing by both parties to this Agreement.
- (d) The language of the arbitration shall be English.
- (e) Each party shall produce documents originally drafted in English without translation. Any document drafted in a language other than English must be translated into English, properly certified as accurate, with said translation attached to the original document.
- (f) All findings, comments, orders, and the arbitration decision and award itself, in addition to all documents and communications of every sort used in the arbitration shall be in English.
- (g) The arbitrators may award compensatory damages under the terms of this Agreement, but in no event shall the arbitrators award special, consequential, or punitive damages.
- (h) Each party shall initially bear its own expenses, including all costs and attorney's fees, in connection with presenting its case for arbitration, and the parties shall share equally in the costs and expenses of the arbitration process itself, including, but not limited to, the cost of the arbitrators. However, in the final award, the arbitral tribunal as described herein shall set and fix the costs of the arbitration and shall decide which party or parties shall bear and pay the costs and in what proportions.
- (i) Each party irrevocably waives any right it has or may have to a jury trial concerning any dispute concerning this Agreement.

16. General.

(a) No amendments or modifications shall be binding upon either party unless made in writing and signed by both parties.

(b) This Agreement constitutes the entire agreement between the parties and supersedes all previous agreements, promises, proposals, representations, understandings, and negotiations, whether written or oral, between the parties respecting the subject matter hereof.

(c) In the event any one or more of the provisions of this Agreement shall for any reason be held to be invalid, illegal or unenforceable, the remaining provisions of this Agreement shall be unimpaired, and the invalid, illegal or unenforceable provision shall be replaced by a provision which, being valid, legal and enforceable, comes closest to the intention of the parties underlying the invalid, illegal, or unenforceable provision.

(d) This Agreement may be executed in one or more counterparts, each of which shall be deemed to be an original, but all of which together will constitute one and the same instrument.

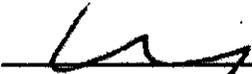
(e) The parties hereto agree to perform any further acts and to execute and deliver any further documents which may be reasonably necessary or appropriate to carry out the purposes of this Agreement.

(f) The section headings contained in this Agreement are inserted for convenience of reference only and will not affect the meaning or interpretation of this Agreement.

(g) Notwithstanding any provision to the contrary in this Agreement, in no event shall Consultant be liable to Client (whether for damages, indemnification or any other claim) for an amount greater than the amount of compensation (and not reimbursement for expenses) actually paid to Consultant by Client for the Services.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date noted above.

Mercury Public Affairs LLC.

By:  _____

Name: Kieran Mahoney

Title: Partner

Date: 5 / 1 /2015

Dr. Akinwumi Adesina (Federal Government of Nigeria's
Candidate for President of African Development Bank
Group)

By: _____

Name: _____

Title: _____

Date: / /2015

SCHEDULE 1

Services

Mercury Public Affairs, LLC will provide strategic consulting and management services specific to issues facing the Client as follows:

CAMPAIGN STRATEGY DEVELOPMENT AND EXECUTION

- a. **Develop overall campaign strategy and action plan leading up to May 28th vote.** This includes defining key messaging for the candidate, targeting voter groups and each stage of the campaign, defining which media outlets to utilize and assigning the time and periods in the campaign when each of the components will be most effectively leveraged for greatest impact.
- b. **This strategy should be in a written document that will be used by the candidate and broader team as a road map to direct the campaign to eventual success.**

SECURE VOTES

- a. **Map voters' support**
Comprehensive mapping of voters' expected support through a dynamic scoring system that is constantly monitored and updated. This includes constant opposition research and monitoring (competitive intelligence). Will involve developing the path to gaining at least 50.01% support among the AfDB's regional members and 50.01% support among both regional and non-regional members. Also develop and execute a campaign tracker to track the progress on path to winning the required votes from regional and non-regional members.
- b. **Whip the votes**
Adopt a strategic and methodical approach to securing votes.
- c. **Target voting blocs**
Develop and execute a successful plan for going after the votes in each of the voting blocks and securing them in favor of the candidate in each round of voting. Focus on voting blocs (groups of countries that are likely to vote together) by targeting influencers within these blocs.
- d. **Conduct direct and third-party outreach**
Work with candidate to ensure personal outreach to all AfDB governors between now and the May 28th vote. Generate excitement and interest around candidacy and increase profile by reaching out to prominent global Think Tanks, NGOs, business groups and other influential organizations and associations to secure speaking opportunities and interviews for their publications as well as seek their endorsement for the candidacy. These associations should be in regions that represent AfDB member countries.
- e. **Develop campaign schedule**
Work with candidate and team to plan schedule leading up May 28th vote. Plan should include appearances at critical forums and active engagement with relevant media outlets.

CAMPAIGN MESSAGE DEVELOPMENT

- a. Work with candidate and his team to develop a compelling narrative in support of the candidacy.
- b. Reproduce/ update content for campaign materials incorporating key points of the candidate's final vision statement.

CAMPAIGN MEDIA AND COMMUNICATIONS MANAGEMENT

- a. Assist in raising candidate's profile both globally and within target markets.
- b. Build consensus around the candidacy through a sustained media onslaught by placing candidate front and center in the most influential news outlets of key AfDB voting members.
- c. Work with candidate to ensure he is the most visible and attractive candidate for the job.
- d. Develop candidate campaign website.
- e. Create and manage candidate Wikipedia, Facebook, Linked-In and Twitter presence and any other relevant digital content.
- f. Provide the candidate with media coaching and advise on media engagement.
- g. Put together main concepts for the candidate's speeches and prepare initial drafts.
- h. Develop candidate's talking points for print, radio and television interviews.
- i. Draft and distribute candidate's campaign press releases and announcements.
- j. Pen and publish Op-eds in prominent media outlets on candidate's behalf and for third-party advocates in support of candidacy.
- k. Promote stories about the candidate and his campaign platform with global, regional and national network television and cable news outlets, as well as with influential reporters and editors of key newspapers and magazines in global, regional and national media houses.
- l. Conduct comprehensive digital analytics with weekly reporting of results.
- m. Plan media and outreach events e.g. luncheons with influencers, etc.

CAMPAIGN TEAM SUPPORT

- a. Assign senior staff with significant experience in key regions to manage voting blocs for outreach.
- b. Assign at least one (1) core team member from Mercury LLC to be available to the candidate on all travel and events. Air travel (Economy class fare) and hotel accommodation will be provided for one (1) Mercury LLC staff to meet this obligation.
- c. Candidate debate preparation.
- d. Campaign crisis control.

It is expressly agreed and understood that the Services under this contract shall not include any lobbying activities (federal, state or local) whatsoever.

Consultant will comply with the provisions of all federal, state and local laws, regulations, and requirements pertaining to the performance of services under this contract.

SCHEDULE 2

Compensation

For consulting services identified in Schedule One, Client will compensate Mercury Public Affairs, LLC the following in U.S. dollars (\$):

- ❖ \$200,000.00 project fee for the engagement
- ❖ Payment for the project should be paid in full within ten (10) days of contract signing.

Payments can be made by wire transfers to Consultant's bank per attached Schedule 4.

Polling expenditures and any media/advertising expenditures including both production and placement will be billed in addition to the monthly retainer and will only be made with the approval of the Client.

Additional miscellaneous expenses, such as travel, will be billed in addition to the retainer and expenditures would only be made with the approval of the Client.

SCHEDULE 3

Contact Information

**Dr Akinwumi Adesina c/o
Federal Ministry of Agriculture and Rural Development
Federal Republic of Nigeria
Complex Block A, Area 11, PMB 135
Garki, Abuja
Nigeria
Attention: Ada Osakwe - Senior Investment Advisor to the
Honourable Minister
Telephone: +234 7066 173 098
Email: ada.osakwe@fmardnigeria.org**

SCHEDULE 4

Bank information for payments

Below please find our payment instructions for receipt of wires, ACHs or book transfers. The information is as follows:

Account Name: Mercury Public Affairs LLC

[REDACTED]
[REDACTED]
OR
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Payment notification email address: DAAccounting@mercuryllc.com