

U.S. Department of Justice
Washington, DC 20530

OMB No. 1124-0002; Expires April 30, 2017

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

For Six Month Period Ending 9/30/2015

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.
Targeted Victory, LLC 6281

(c) Business Address(es) of Registrant
1033 North Fairfax St. Suite 400, Alexandria, VA 22314

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.
NA

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.)

FORM NSD-2
Revised 03/14

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
NA	NA	NA

(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
NA	NA	NA	NA	NA

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.

NA

(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
NA	NA	NA	NA	NA

(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
NA	NA	NA

(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
NA	NA	NA	NA

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.

NA

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
NA	NA

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
NA	NA

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.

The Royal Embassy of the Kingdom of Saudi Arabia (pursuant to a master services agreement with the Embassy's prime contractor MSLGROUP Americas, Inc. d/b/a Qorvis MSLGROUP ("Qorvis")).

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

Exhibit A ³	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Exhibit B ⁴	Yes <input type="checkbox"/>	No <input type="checkbox"/>

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. (Sec 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:

Targeted Victory on behalf of Qorvis provided digital strategy, consulting services and content promotion, namely, social media promotion, optimization, reporting and analytics for the Royal Embassy of the Kingdom of Saudi Arabia.

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.

Targeted Victory on behalf of Qorvis provided digital strategy, consulting services and content promotion, namely, social media promotion, optimization, reporting and analytics for the promotion of and education on the Kingdom of Saudi Arabia, which involved relevant outreach to targeted sections of the U.S. public.

(Please see Attachment 1 for a full detailed report).

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.

NA

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.
NA

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
Please see Attachment 2			

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
NA	NA	NA	NA

^{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.

NA

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
Please see attachment 3			

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
NA	NA	NA	NA	NA

(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
NA	NA	NA	NA

^{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.
 The Royal Embassy of the Kingdom of Saudi Arabia

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.

Qorvis on behalf of the Royal Embassy of the Kingdom of Saudi Arabia budgeted \$75,000 for content promotion from August 1, 2015 to December 1, 2015. Qorvis has not established a budget for any other service.

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) content promotion

Electronic Communications

- Email
- Website URL(s): _____
- Social media websites URL(s): Twitter - https://twitter.com/ArabiaNow
- 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) Internet users

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 Not all Informational Material was labeled due to character limit constraints.

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)

Oct 30, 2015



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.

**Targeted Victory, LLC
Attachment 1**

Supplemental Statement for Period: 4/1/2015 – 9/30/2015

Section III, Question 12, Activities

MSLGROUP Americas, Inc. d/b/a Qorvis MSLGROUP; the Royal Embassy of the Kingdom of Saudi Arabia

Start Date	End Date	Media Outlet	Purpose
8/4/15	9/30/15	Twitter	Content Promotion
8/4/15	9/30/15	Twitter	Content Promotion
8/4/15	9/30/15	Twitter	Content Promotion
8/4/15	9/30/15	Twitter	Content Promotion
8/17/15	8/31/15	Twitter	Content Promotion
8/17/15	8/31/15	Twitter	Content Promotion
8/18/15	8/27/15	Twitter	Content Promotion
9/3/15	9/5/15	Twitter	Content Promotion
9/3/15	9/5/15	Twitter	Content Promotion
9/4/15	9/5/15	Twitter	Content Promotion
9/4/15	9/5/15	Twitter	Content Promotion
9/4/15	9/5/15	Twitter	Content Promotion
9/4/15	9/5/15	Twitter	Content Promotion
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9/4/15	9/5/15	Twitter	Content Promotion
9/4/15	9/5/15	Twitter	Content Promotion
9/4/15	9/5/15	Twitter	Content Promotion
9/4/15	9/5/15	Twitter	Content Promotion
9/9/15	9/14/15	Twitter	Content Promotion
9/9/15	9/14/15	Twitter	Content Promotion
9/9/15	9/14/15	Twitter	Content Promotion
9/9/15	9/14/15	Twitter	Content Promotion
9/15/15	9/21/15	Outbrain	Content Promotion
9/15/15	9/21/15	Outbrain	Content Promotion
9/15/15	9/21/15	Twitter	Content Promotion
9/23/15	9/30/15	Outbrain	Content Promotion
9/23/15	9/30/05	Twitter	Content Promotion
9/23/15	9/30/15	Twitter	Content Promotion

**Targeted Victory, LLC
Attachment 2**

Supplemental Statement for Period: 4/1/2015 – 9/30/2015

Section IV, Question 14(a), Receipts-Monies

MSLGROUP Americas, Inc. d/b/a Qorvis MSLGROUP; the Royal Embassy of the Kingdom of Saudi Arabia

Date	From Whom	Purpose	Amount
03/26/2015	Qorvis MSL Group: Royal Embassy of the Kingdom of Saudi Arabia	March 2015 Digital Consulting Services	\$40,000.00
05/12/2015	Qorvis MSL Group: Royal Embassy of the Kingdom of Saudi Arabia	April 2015 Digital Consulting Services	\$55,000.00
05/31/2015	Qorvis MSL Group: Royal Embassy of the Kingdom of Saudi Arabia	May 2015 Digital Consulting Services	\$55,000.00
06/30/2015	Qorvis MSL Group: Royal Embassy of the Kingdom of Saudi Arabia	June 2015 Digital Consulting Services	\$55,000.00
07/31/2015	Qorvis MSL Group: Royal Embassy of the Kingdom of Saudi Arabia	July 2015 Digital Consulting Services	\$40,000.00
08/04/2015	Qorvis MSL Group: Royal Embassy of the Kingdom of Saudi Arabia	August 2015 through December 2015 - Content Promotion	\$75,000.00
		Total	\$320,000.00

Targeted Victory, LLC
Attachment 3
Supplemental Statement for Period: 4/1/2015 – 9/30/2015

Section IV, Question 15(a), Disbursements-Monies

MSLGROUP Americas, Inc. d/b/a Qorvis MSLGROUP; the Royal Embassy of the Kingdom of Saudi Arabia

Date	To Whom	Purpose	Amount
08/31/2015	Taboola, Inc.	Content Promotion	\$2,984.90
08/31/2015	Google, Inc.	Content Promotion	\$3,347.64
08/31/2015	Twitter, Inc.	Content Promotion	\$9,802.96
08/31/2015	Microsoft Online, Inc.	Content Promotion	\$168.38
05/01/2015	Zignal Labs, Inc.	Analytics	\$6,000.00
06/01/2015	Zignal Labs, Inc.	Analytics	\$6,000.00
07/01/2015	Zignal Labs, Inc.	Analytics	\$6,000.00
09/01/2015	Outbrain, Inc.	Content Promotion	\$2,867.57
09/03/2015	Getty Images	Image	\$49.00
09/16/2015	Getty Images	Graphics	\$245.00
09/16/2015	Getty Images	Graphics	\$215.00
09/30/2015	Outbrain, Inc.	Content Promotion	\$2,936.40
09/30/2015	Google, Inc.	Content Promotion	\$5,563.43
09/30/2015	Microsoft Online, Inc.	Content Promotion	\$509.04
09/30/2015	Taboola, Inc.	Content Promotion	\$3,584.00
09/30/2015	Twitter, Inc.	Content Promotion	\$17,097.25
		Total	\$67,370.57

In addition to the foregoing, Targeted Victory engages certain service providers for the purpose of provisioning its services to its clients. These service providers typically include data management and aggregation platforms, email service providers, reporting platforms, third party data onboarders, data licensors and other content promotion and email marketing technologies. Payments made to these providers were not and are not made on behalf of its clients, but simply costs incurred by Targeted Victory, during the course of Targeted Victory's business; and therefore, cannot be attributable to one client.