City of Beverly Hills
Legislative Advocate Registration

Legislative Advocate Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Jeffrey Friedlander</th>
<th>Phone</th>
<th>3103679886</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer</td>
<td>Arup</td>
<td>Email</td>
<td><a href="mailto:jeffrey.friedlander@arup.com">jeffrey.friedlander@arup.com</a></td>
</tr>
<tr>
<td>Business Address</td>
<td>900 Wilshire Blvd, 19th Floor</td>
<td>Website Address</td>
<td><a href="http://www.arup.com">www.arup.com</a></td>
</tr>
<tr>
<td>City</td>
<td>Los Angeles</td>
<td>Zip</td>
<td>90017</td>
</tr>
<tr>
<td>State</td>
<td>CA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sanctions

Have you ever been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?

No

Has a firm at which you work, has worked, or for which you own or has owned an equity interest been sanctioned for a violation of the Beverly Hills Legislative Advocacy Ordinance or a violation of any law, regulation or ordinance of another jurisdiction governing Legislative Advocacy or lobbying?

No

Expenditure Lobbyist

Are you filing as an Expenditure Lobbyist?

No

Client Information

<table>
<thead>
<tr>
<th>Client Name</th>
<th>BH Luxury Residences, LLC (Beny Alagem)</th>
<th>Client Phone</th>
<th>(310)274-6680</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Business of Client</td>
<td>Development</td>
<td>Client Website Address</td>
<td>N/A</td>
</tr>
<tr>
<td>Client Address</td>
<td>1800 Century Park East</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Client Address Line 2</td>
<td>Suite 500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Client City</td>
<td>Los Angeles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Client State</td>
<td>CA</td>
<td>Client Zip</td>
<td>90067</td>
</tr>
</tbody>
</table>

Description of Matter that Legislative Advocate is Attempting to Influence

Initial Date of Lobbying Engagement

2020/01/01

Project Name (include address if advocating for a property)

9900 Wilshire

Description of Municipal Legislation that is subject of Advocacy
Amendments to the Beverly Hilton Specific Plan and 9900 Wilshire Specific Plan, the scope of which will be determined based on ongoing studies and assessments.

Desired Outcome

Amendments to the Beverly Hilton Specific Plan and 9900 Wilshire Specific Plan, consistent with the applications submitted 6/29/2020.

Estimate of Compensation to be Paid to Legislative Advocate from Client

$75,001 and above

Sign and Date

I declare under penalty of perjury that the information which has been included in this Registration Form is true and correct.

Signed  Jeffrey Friedlander  Date  2021/03/01

FOR CITY CLERK USE ONLY

Date of Registration Submission  Monday, March 1, 2021 @ 3:32PM
Date of Termination Submission
Date of Administrative Approval  Tuesday, March 2, 2021 @ 8:22AM
Administrative Approval by  Isyrodriguez