Wavemaker

20 Upper Ground,

Sea Containers,

United Kingdom,

SE1 9PD

Attn: REDACTED TEXT under FOIA Section 40,Personal Information

REDACTED TEXT under FOIA Section 40,

Personal Information

Date: 16/03/2022

Contract ref: CCCC21B22

Dear REDACTED TEXT under FOIA Section 40,

Personal Information,

**Award of contract for the Provision of Media Planning**

Further to your submission of a bid for the above Procurement, on behalf of Department for Work and Pensions (the “Authority”), I am pleased to inform you that you ranked first in our evaluation and therefore we would like to award the contract to you.

The attached appendix provides detailed feedback on your submission.

The call-off contract shall commence 28th day of March 2022 and the Expiry Date will be 27th day of March 2026. With no option to extend the Contract. The total contract value shall be £2,000,000.00 (ex VAT).

This procurement activity was a Call Off under Commercial Agreement RM6125 Campaign Solutions 2, Lot 2, Media Planning and Strategy and the Commercial Agreement Terms and Conditions shall apply. A copy of the contract is provided with this Award Letter and includes those terms and conditions.

Please sign the Call-Off Contract/Terms and Conditions (Attachment 5) and forward to the Procurement Lead electronically via the e-Sourcing Suites’ messaging service.

A copy signed on behalf of the Contracting Authority will be returned for your records.

Should you have any queries regarding this or any other matter please do not hesitate to contact me.

Yours sincerely,

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| Signed for and on behalf of Department for Work and Pensions |
| Name: REDACTED TEXT under FOIA Section 40,Personal InformationREDACTED TEXT under FOIA Section 40,Personal Information |  |
| Signature: REDACTED TEXT under FOIA Section 40,Personal Information |  |
| Date: 16/03/2022 |  |