



Ogilvy & Mathers Group Ltd
Sea Containers,
18 Upper Ground,
London,
England,
SE1 9RQ
Attn: Syrine Cherif
syrine.cherif@ogilvy.com

Date: 17th September 2018

Procurement ref: CCCO18A32

Dear Syrine,

Award of contract for the supply of Innajim – Entrepreneurship and Vocational Training Communications Campaign

Further to your submission of a Tender/Proposal for the above Procurement, on behalf of The Cabinet Office (the “Authority”), I am writing to advise that the procurement is now complete.

I am pleased to inform you that your company ranked first in our evaluation and therefore we would like to award the contract to you.

The attached appendix provides detailed feedback on your submitted proposal.

The call-off contract shall commence 17th day of September 2018 and the Expiry Date will be 13th day of September 2018. The Authority reserves the option to extend the call-off contract by 1 period of 12 months. The total contract value shall be a maximum of £1,000,000.00 (Ex VAT) in line with the rate card, including all extension options.

This procurement activity was a further competition under framework RM3796 Communication Services, Lot 11 International and the framework Terms and Conditions shall apply. A copy of the contract is provided with this Award Letter and includes those framework terms and conditions.

Please print and sign a copy and forward to the Procurement Lead electronically via the e-Sourcing Suites’ messaging service. They in turn will manage its ratification and return a copy for your records.

Please ensure that the signed copy of the contract is submitted via the e-sourcing suite by 19th September 2018. You are reminded that no engagement with the Contracting Authority is permitted until a copy of the signed contract is received.

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

Yours faithfully,

Signed for and on behalf of The Cabinet Office



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Jasmine Evans
Commercial Specialist

A handwritten signature in blue ink, appearing to be 'Jasmine Evans'.

Date: 17/09/18

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