

MediaSense Communications Ltd
Tennyson House,
159-165 Great Portland St,
London,
W1W 5PA

Attn: REDACTED

Date: Thursday 09th September 2021

Contract ref: CCCS20A12

Dear REDACTED

Award of contract for the Provision of COVID-19 Campaign Media Auditing

Further to your submission of a bid for the above Procurement, on behalf of the Cabinet Office (the "Authority"), I can confirm that they wish to make a Direct Award via Commercial Agreement RM6135, Lot 1 – which is a Sole Supplier lot 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.

The call-off contract will commence on Friday 17th September 2021 and shall initially expire on Thursday 31st March 2022 with an expressed option to extend this contract up until Friday 31st March 2023 at the sole discretion of the Contracting Authority.

Please print and sign a copy of the order form and forward to the Procurement Lead electronically via reply to the award email by 16:00 Hours on Thursday 16th September 2021.

A copy signed on behalf of the 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,

REDACTED

Signed for and on behalf of the Cabinet Office