**Digital Unlimited Group Limited**REDACTED TEXT under FOIA Section 40, Personal Information

**Attn:** REDACTED TEXT under FOIA Section 40, Personal Information

**Date: 03/04/2025**

**Contract ref: CCCS24A09**

Dear Madam,

**Award of contract for the supply of Provisions of a Creative Solutions Agency**

Further to your submission of a bid for the above Procurement, on behalf of the Cabinet Office (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 11/04/2025 and the Expiry Date will be 10/04/2026. The Buyer reserves the option to extend the call-off contract by 1 period of 1 year. The total contract value shall not exceed £15,600,000.00 including all extension options.

This procurement activity was a Call Off under CCS Commercial Agreement RM6125 – Campaign Solutions 2, Lot 1 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 by Monday 07/04/2025.

A copy signed on behalf of the Buyer 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 faithfully,

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| Signed for and on behalf of ***Cabinet Office*** | |
| REDACTED TEXT under FOIA Section 40, Personal Information |  |
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| Date: 03/04/2025 |  |