



[REDACTED TEXT]

Kantar Media Ltd
[REDACTED TEXT]

[REDACTED TEXT]

Attn: **[REDACTED TEXT]**

Date: 20th June 2019

Contract ref: **CCZZ19A18**

Dear Sir,

Award of contract for the supply of Making a Reservation Agreement a Normal Part of the Home Buying Process

Further to your submission of a bid for the above Procurement, on behalf of Ministry of Housing, Communities & Local Government (MHCLG) (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 20th day of June 2019 and the Expiry Date will be 19th day of April 2020. The total contract value shall be £99,713.75 excluding VAT.

This procurement activity was a Call Off under Commercial Agreement RM6004 Behavioural Insights Framework 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 print and sign a copy of this letter and forward to the Procurement Lead electronically via the e-Sourcing Suites' messaging service by 3pm on 21st June 2019. You are reminded that no engagement with the Contracting Authority is permitted until a copy of the signed contract is received. 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 faithfully,

Signed for and on behalf of Ministry of Housing, Communities and Local Government
(MHCLG)

[REDACTED TEXT]

[REDACTED TEXT]

20th June 2019