OMD Group Ltd (Trading as Manning Gottlieb OMD, a trading division of OMD Group Ltd)

Bankside 3,

90-100 Southwark Street

London

SE1 0SW

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

***For the Attention of:* REDACTED TEXT under FOIA Section 40, Personal Information**

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

Date: Tuesday 5th July 2022

Contract Reference: CCCO22A08

Dear **REDACTED TEXT under FOIA Section 40, Personal Information**,

**Award of Contract for the Provision of Media Buying Services**

On behalf of the Cabinet Office (the “Authority” and “Client”), I am pleased to inform you that we would like to award the above contract to you for the provision of Media Buying Services.

The call-off contract will be deemed to have been Effective the 08 day of July 2022 and the Expiry Date of the contract term will be the 30 December 2025. The total maximum contract value shall be £150,000,000.00 excluding VAT, there are no options to extend this contract.

This procurement activity was a Direct Award under Commercial Agreement RM6123 Media Services, Lot 1: Strategic Media Activation (Media Buying) 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 add your representative’s name in respect to the Data Sharing details in the enclosed Letter of Appointment, and sign and date the enclosed Letter of Appointment and return to me by email reply **by 15:00hrs, Thursday 07 July 2022.** 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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| **REDACTED TEXT under FOIA Section 40, Personal Information**  **REDACTED TEXT under FOIA Section 40, Personal Information**  **REDACTED TEXT under FOIA Section 40, Personal Information** |  |