

**MullenLowe London LTD
REDACTED**

Attn: REDACTED

Date: 19/05/2020

Contract ref: CCCS20A03

Dear Sir/Madam,

Award of contract for the supply of Transition Campaign Creative

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 21st day of May 2020 and the Expiry Date will be 20th day of May 2021. The Contracting Authority reserves the option to extend the call-off contract by 1 period of 1 year. The maximum contract value shall be £4,500,00.00 including all extension options.

This procurement activity was a Call Off under Commercial Agreement RM3774 Campaign Solutions 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 13:00 on 20th May 2020.

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 the Cabinet Office

Name: REDACTED – Procurement Executive

Signature: REDACTED

Date:19/05/2020