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**YouGov PLC**  
**50 Featherstone Street**  
**London EC1Y 8RT**

Attn: **redacted**

Date: 7<sup>th</sup> January 2021

Contract ref: CCZZ20A75

Dear Sir,

**Award of contract for the supply of Communications Insight and Evaluation Lot 5 Public Polling**

Further to your submission of a bid for the above Procurement, on behalf of 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 11th day of January 2021 and the Expiry Date will be 10th day of January 2023. The Contracting Authority reserves the option to extend the call-off contract by two (2) periods of one (1) years (2+1+1). The total contract value shall be £6,850,000.00 including all extension options.

This procurement activity was a Call Off under Commercial Agreement RM6018 Research Marketplace 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 the letter of appointment and forward to the Procurement Lead electronically via the e-Sourcing Suites' messaging service.

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 Cabinet Office

Name:

Signature:

Date:

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