



OMD Group Ltd

REDACTED TEXT under FOIA Section 40, Personal Information

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

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Date: 15 June 2022

Contract Reference: CCMK22A04

Dear Sir/Madam,

Award of Contract for the Supply of Media Buying Services

On behalf of the Department for Work and Pensions (the "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 21st day of June 2022 and the Expiry Date of the contract term will be the 20th day of June 2025. The total maximum contract value shall be £45,000,000.00 excluding VAT, which is the value including any potential extension options which may be taken up.

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 sign and date the enclosed Letter of Appointment and return to me by email reply **by 17:00hrs, Thursday 16th June 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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Personal Information**

Procurement Lead