

RM6003 - MEDIA BUYING - LETTER OF APPOINTMENT

OMD Group Ltd
85 Strand
London
WC2R 0DW

Dear Sirs

Letter of Appointment

Contract Reference: CCCS21A03

COVID 19 Media Buying

This letter of Appointment is issued, in accordance with the provisions of the Framework Agreement (RM6003) between CCS and the Agency, dated 22 May 2018.

Capitalised terms and expressions used in this letter have the same meanings as in the Call-Off Terms unless the context otherwise requires.

Order Number:	CCCS21A03
From:	The Cabinet Office ("Client")
To:	OMD GROUP LIMITED ("Agency")

Effective Date:	01 April 2021
Expiry Date:	End date of Initial Period 31 March 2022 End date of Maximum Extension Period: Up to 21 May 2022 Minimum written notice to Agency in respect of extension: 7 days

Services required:	Set out in Section 2 (Services offered)
--------------------	---

Key Individuals:	REDACTED REDACTED REDACTED
------------------	----------------------------------

Guarantor(s)	Not Applicable
--------------	----------------

Call-Off Charges (including any applicable discount(s), but excluding VAT):	A maximum of £320,000,000.00 excluding VAT. No minimum spend is guaranteed.
Insurance Requirements	<p>Additional public liability insurance to cover all risks in the performance of the Call-Off Contract, with a minimum limit of £1 million for each individual claim</p> <p>Additional employers' liability insurance with a minimum limit of £5 million indemnity</p> <p>Additional professional indemnity insurance adequate to cover all risks in the performance of the Call-Off Contract with a minimum limit of indemnity of £5 million for each individual claim.</p>
Client billing address for invoicing:	The Cabinet Office, 1 Horse Guards Road, Westminster, London SW1A 2HQ

Alternative and/or additional provisions:	Not Applicable
---	----------------

FORMATION OF CALL-OFF CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter a Call-Off Contract with the Client to provide the Services in accordance with the terms of this letter and the Call-Off Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Call-Off Terms.

The Parties hereby acknowledge and agree that this Call-Off Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.

For and on behalf of the Agency:

For and on behalf of the Client:

Name and Title: REDACTED

Name and Title: REDACTED

Signature: REDACTED

Signature: REDACTED

Date: REDACTED

Date: REDACTED

ANNEX A

Client Brief

The format of the Brief is as set out in the Call-Off Contract template

REDACTED

ANNEX B

Part 1: Agency Proposal

There is no quality submission associated with this Contract

Charging will be based on the RM6003 rate card as per Framework Schedule 3 of the RM6003 Framework Terms and Conditions

Part 2: Call-Off Terms

As per the RM6003 Call Off Terms and Conditions and this Letter of Appointment