

MullenLowe London
REDACTED

Attn: REDACTED

Date: 8th April 2020

Procurement ref: CCCS20A04

Dear Tom,

Award of contract for the Provision of COVID-19 Various Campaign Services

Further to your submission of a Proposal for the above requirement, on behalf of the Cabinet Office (the "Authority"), I am pleased to inform you that you we would like to award the contract to you.

The call-off contract shall commence 8th day of April 2020 and the Expiry Date will be 7th day of October 2020 with an option to extend for a further six (6) months. The total contract value shall be £16,000,000.00 (excluding VAT).

This contract was awarded under CCS Commercial Agreement RM3774 Campaign Solutions utilising Regulation 32 (2) (C) of the Public Procurement Contract regulations, the Commercial Agreement Terms and Conditions shall apply.

A copy of the contract will be provided shortly, please print and sign a copy of this letter and forward to the Procurement Lead electronically via salesforce to acknowledge receipt of this letter and confirm your acceptance subject to contract.

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

Signature: REDACTED

Date:



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Signed for and on behalf of the MullenLowe London

Name: REDACTED

Signature: REDACTED

Date:

OFFICIAL