KANTAR

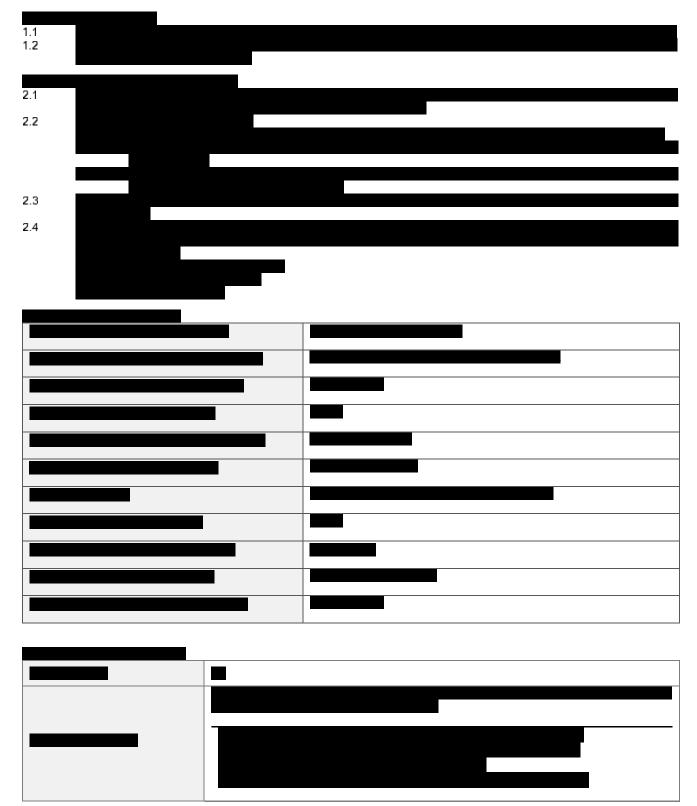
SINGLE PROJECT AGREEMENT: WORLDPANEL ("AGREEMENT")

DATE OF THIS AGREEMENT: 26.09.23

- (1) KANTAR UK LIMITED (Worldpanel Division) (Company Number 3073845), whose registered office is at Tns House, Westgate, London, W5 1UA ("Kantar")
- (2) COMPETITION AND MARKETS AUTHORITY, a non-ministerial department of the United Kingdom Government, whose address is at The Cabot 25 Cabot Square London E14 4QZ ("Client")

Each a "Party" and together the "Parties".

IT IS AGREED THAT:

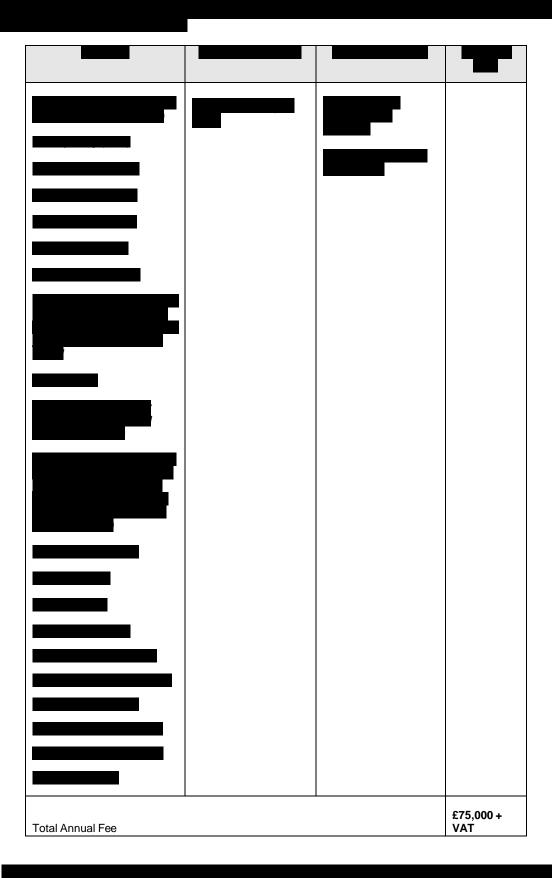




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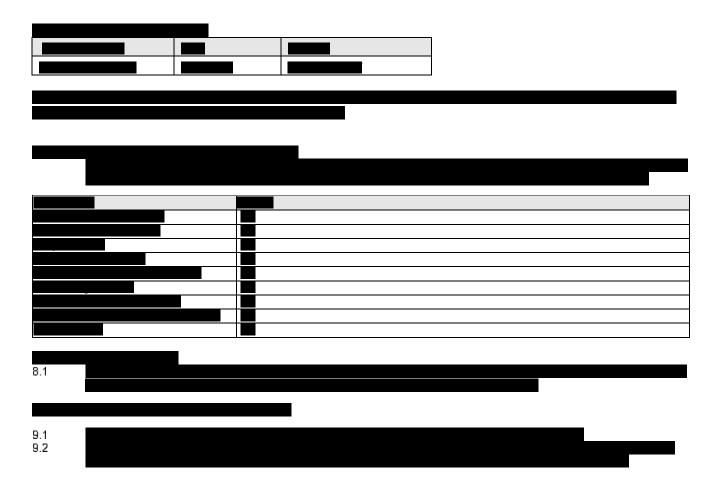
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Signed on behalf of

COMPETITION AND MARKETS AUTHORITY

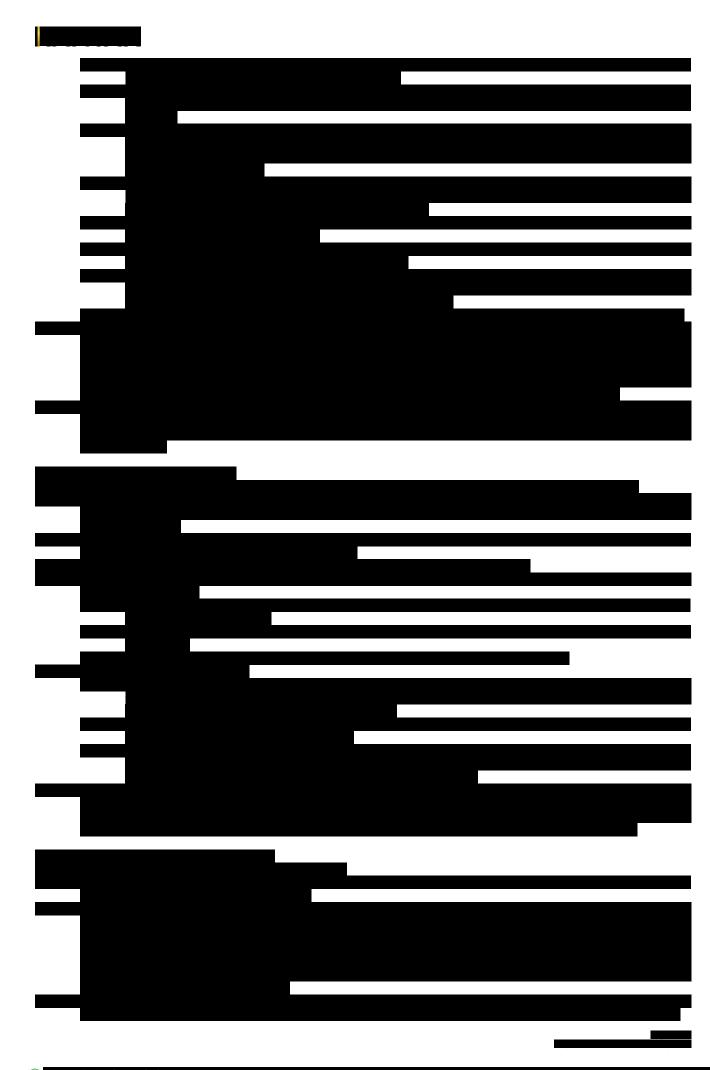


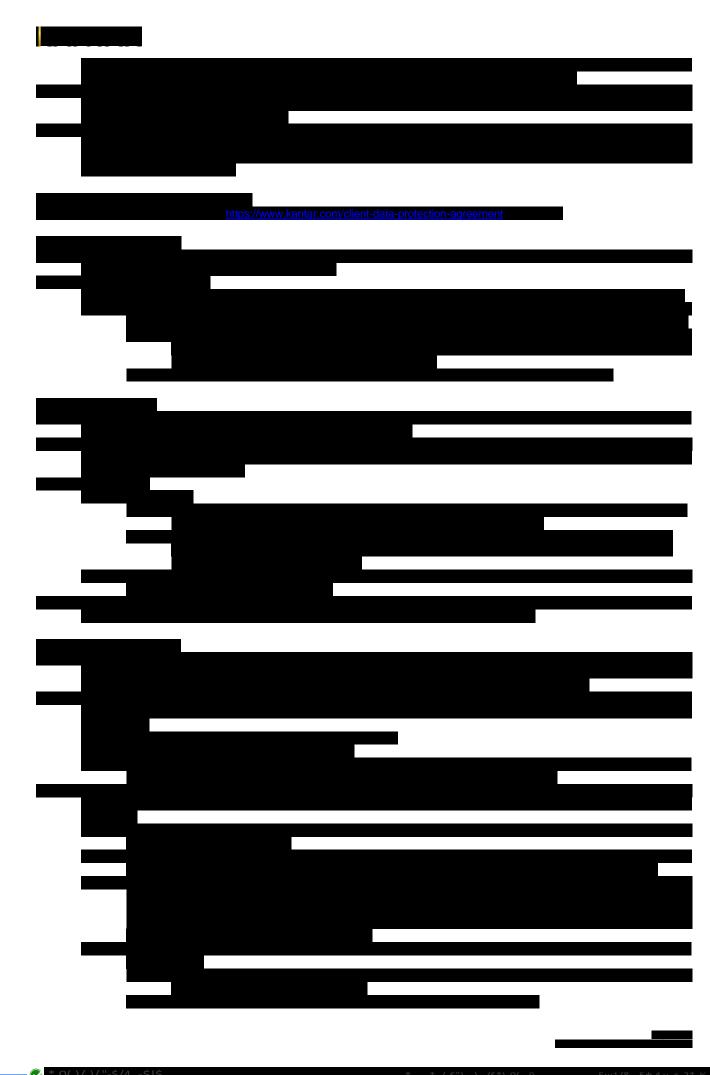
Signed on behalf of

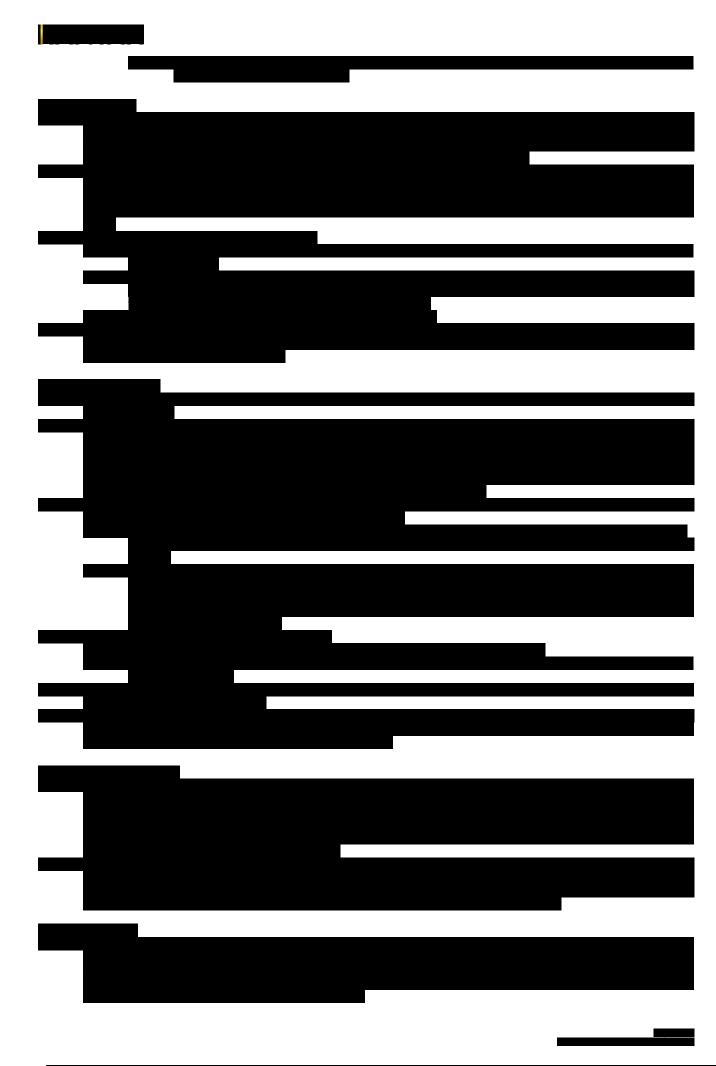
KANTAR UK LIMITED

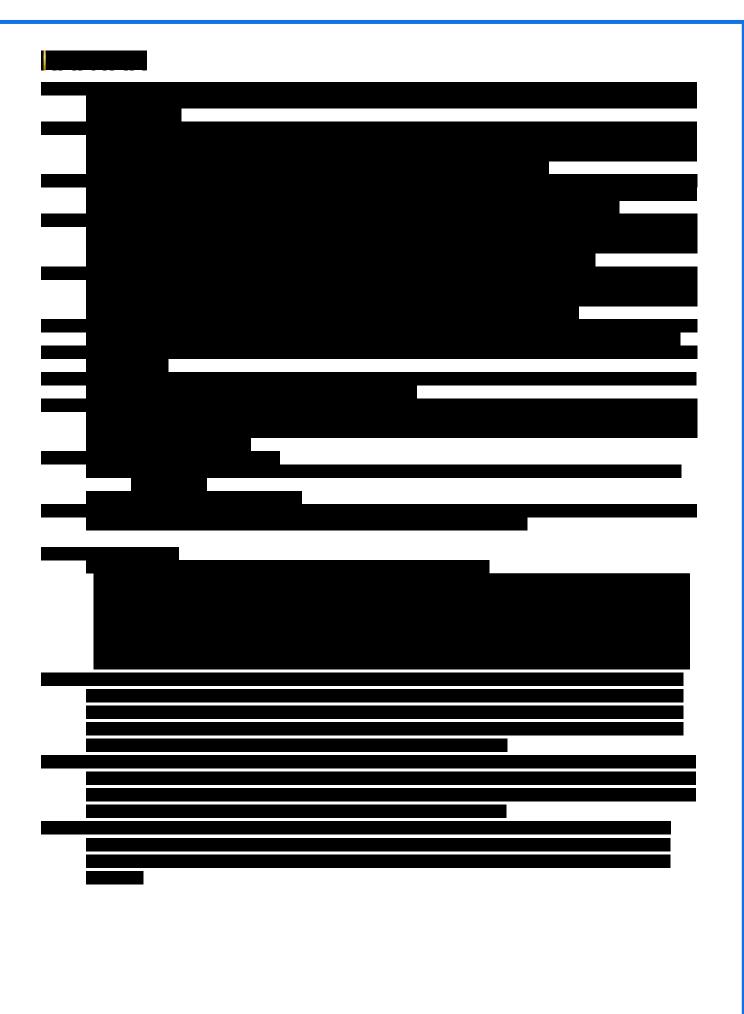


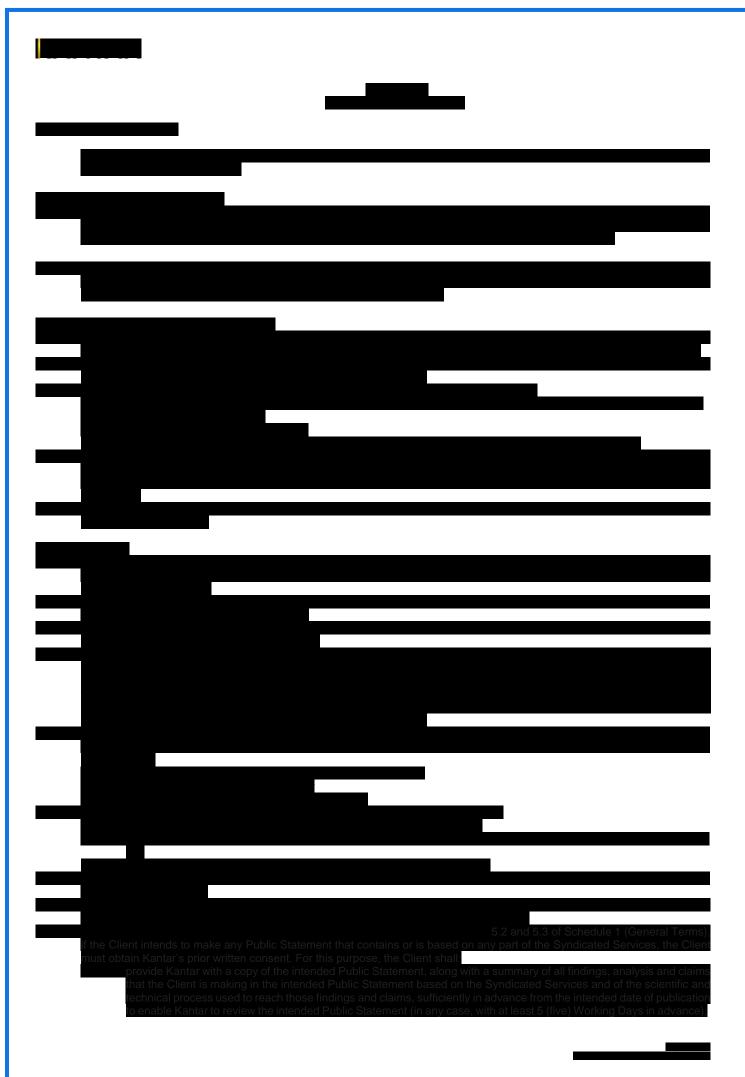
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ndings, analysis or claims that Kantar reasonably believes are misrepresenting, misleading, distorting or exaggerating e Syndicated Services (
i) the contents of the intended Public Statement could in Kantar's reasonable opinion be detrimental to Kantar's usiness and/or reputation; and/or (iii) the intended Public Statement does not comply with the restrictions set below. paragraphs (d) to (e) the intended Public Statement: be entitled to include limit not name any manufacturers, retailers, distributors, brands or products or en retailer, distributor, brand or product to be identified through the Public State make clear reference to the time period(s) that its findings or claims pertain to analysis or claims; not enable nor provide any information that could disclose Kantar's weighting process; a not include any information that could directly or indirectly enable an individual or housel implement and follow any other specific guidelines issued by Kantar to Client, include resented by Kantar to Client.