

Kantar UK Ltd,

REDACTED

Date: 12/06/2020

Contract ref: CCZZ20A12

Dear Sir/Madam,

Contract for the Provision of Campaigns Tracking & Benchmarking

Further to your submission of a bid for the above Procurement, on behalf of the Department for Transport (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 on the 17th day of June 2020 and the Expiry Date will be 16th day of June 2023. The Contracting Authority reserves the option to extend the call-off contract by 1 period of 1 year. The total contract value shall be £2,000,000.00, including all extension options.

This procurement activity was a Call Off under Commercial Agreement RM6018 Research Marketplace DPS 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 this letter and forward to the Procurement Lead electronically via the e-Sourcing Suites' messaging service by 14:00 on 16/06/2020.

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 Department for Transport

Name: **REDACTED**

Signature: **REDACTED**