

Schedule 1 – Statement of Work

Background

This Statement of Work is entered into between B2B International, a trading division of Dentsu UK Limited ('**Agency**') and the supplier named in the supplier box below ('**Supplier**') pursuant to the framework agreement entered into between the Agency and the Supplier dated 15/04/19

Supplier	Unimrkt
Purchase order number	To be provided upon confirmation of invoice value
Client/Project name	G036-24 Brand Tracker 2025
Statement of Work Term	For the duration of fieldwork
Type of project	Quant - Traditional Audience – CATI and CATI to Web
Key goals of project	Recruitment and moderation
Critical dependencies (presentations/events)	TBC

Services and Deliverables:

Quantity	440																																		
Quotas	<table> <tr> <th></th><th>2025 Traditional Audience</th></tr> <tr> <th></th><th>Unimrkt Target</th></tr> <tr> <td>USA - Digital Industries</td><td>65</td></tr> <tr> <td>USA - Smart Infrastructure</td><td>20</td></tr> <tr> <td>USA - Mobility</td><td>15</td></tr> <tr> <td>USA TOTAL</td><td>100</td></tr> <tr> <td>China - Digital Industries</td><td>35</td></tr> <tr> <td>China - Smart Infrastructure</td><td>20</td></tr> <tr> <td>China - Mobility</td><td>15</td></tr> <tr> <td>CHINA TOTAL</td><td>70</td></tr> <tr> <td>Germany - Digital Industries</td><td>35</td></tr> <tr> <td>Germany - Smart Infrastructure</td><td>15</td></tr> <tr> <td>Germany - Mobility</td><td>10</td></tr> <tr> <td>GERMANY TOTAL</td><td>60</td></tr> <tr> <td>India - Digital Industries</td><td>45</td></tr> <tr> <td>India - Smart Infrastructure</td><td>25</td></tr> <tr> <td>India - Mobility</td><td>15</td></tr> </table>		2025 Traditional Audience		Unimrkt Target	USA - Digital Industries	65	USA - Smart Infrastructure	20	USA - Mobility	15	USA TOTAL	100	China - Digital Industries	35	China - Smart Infrastructure	20	China - Mobility	15	CHINA TOTAL	70	Germany - Digital Industries	35	Germany - Smart Infrastructure	15	Germany - Mobility	10	GERMANY TOTAL	60	India - Digital Industries	45	India - Smart Infrastructure	25	India - Mobility	15
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		INDIA TOTAL	85				
		UK - Digital Industries	35				
		UK - Smart Infrastructure	20				
		UK - Mobility	15				
		UK TOTAL	70				
		Italy - Digital Industries	35				
		Italy - Smart Infrastructure	20				
		Italy - Mobility					
		Italy TOTAL	55				
		TOTAL - Digital Industries	250				
		TOTAL - Smart Infrastructure	120				
		TOTAL - Mobility	70				
		TOTAL	440				
	Within these targets we will set some <u>broad quotas</u> to manage comparability – as before, we'll look to target;						
	No. of employees (by country)	50-100 employees	BB1	max 30%	Q7	max 20%	
		101-500 employees		min 70%		min 80%	
		500 or more					
	Position in company (by country)	Middle management	BB2	70%	Q8	70%	
		Top management		30%		30%	
	Purchase / Investment responsibility (by country)	IoT (Internet of Things)	BB20_1	30%	n/a	n/a	
		Cybersecurity					
		Software Systems & Solutions					
		Artificial Intelligence					
		None of these		70%			
	Value of investment decisions (by country)	25.000 - 50.000 US\$/ annum	BB4	25%	Q10	25%	
		50.000 - 150.000 US\$/ annum		75%		75%	

	<table><tr><td></td><td>More than 150.000 US\$/ annum</td><td></td><td></td><td></td><td></td><td></td></tr></table>		More than 150.000 US\$/ annum					
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	<p>We will also have <u>targets for brand familiarity/ratings</u> - we anticipate the same, well-known global brands will be included and broadly we'll be looking for the following;</p> <ul style="list-style-type: none">- In Digital Industries – 50% of interviews to rate Siemens and 50% to rate a competitor (based on familiarity from 6-7 competitor brands)- In Mobility – 50% of interviews to rate Siemens and 50% to rate a competitor (based on familiarity from 3 competitor brands)- In Smart Infrastructure – 50% of interviews to rate Siemens and 50% to rate a competitor (based on familiarity from 6-7 competitor brands)							
Respondent type/level/function	<p><u>3 x Target sectors;</u></p> <ol style="list-style-type: none">1. Digital Industries;<ol style="list-style-type: none">a. these are a range of manufacturing, engineering and process automation organisations (automotive, food & beverage, raw materials, electronics, oil & gas, chemicals, pharmaceuticals etc)b. basically, companies who might purchase solutions for automation, industry 4.0 or industrial software technologies for manufacturing processes.2. Mobility;<ol style="list-style-type: none">a. these are organisations working in any of rail or transportation infrastructure, rail operations / rail transportation services, rail equipment solutions or supportb. these companies might purchase products or services for the operation of transportation systems3. Smart Infrastructure;<ol style="list-style-type: none">a. this covers any industry sector and refers to the operation/management of buildings and facilities and related building management solutions e.g. HVAC, security, people management, elevators/lift solutions, access management, energy managementb. these companies might purchase solutions for the management of power grids, power distribution, electrical installations, building technology solutions or products <p><u>2 x Target Audiences</u></p> <ol style="list-style-type: none">1. Traditional audience - Decision-makers and influencers with a focus on the use of operational and automation solutions and/or technology within their organisation<ol style="list-style-type: none">a. Across the sectors mentioned above, typical roles include Chief Operations Officer; Director of Production; Head of Plant Operations; Head of Manufacturing Engineering; Quality Director; Manager of Operations & Schedulingb. At least 50 employees; middle or top management; influence on decisions on purchase/investments; purchase/investment budget of at least 25k USD; involved in Industry, Mobility or Infrastructure segments2. Digital audience Decision-makers and influencers of digital strategy within organisations (overall or for component elements)							

	<ul style="list-style-type: none"> a. Across the sectors above, typical roles include Head of IT Strategy; Chief Digital Officer; Head of Digitalisation; Information Technology Manager; Information Systems Manager; Director Industrial Security; Head of Systems/Platforms; Digital Transformation Manager b. Digital Industries - At least 50 employees; middle or top management; influence on decisions on purchase/investments; purchase/investment budget of at least 25k USD c. Smart Infrastructure - At least 50 employees; middle or top management; influence on decisions on purchase/investments; purchase/investment budget of at least 25k USD
Blind or revealed	Blind
Survey length	25 minutes
Depth/Quant/Semi	Quant
Incidence/Qualification criteria	See above
Incentives	Provided by Supplier if required
Markets	USA, China, Germany, India, UK, Italy
Sample sources	Supplied by Supplier
Translations	B2B to translate screener and DG
Stimulus/links/Emails	NA

Method

The Agency will provide online links for the completed interviews and screener data to be inputted into. If the Agency is purchasing/supplying the leads, they will be provided with UIDs, links and contact details using a secure data transmission method. Otherwise, Agency will provide a set of UIDs and links that will be matched to data purchased by the Supplier.

Processing Instructions

Subject Matter, Nature and Purpose of processing	Market Research Study to track brand awareness/opinion of Client and competitor brands.
Duration	The duration of processing shall be for the term of this Statement of Work
Personal Data	No PII will be shared with B2Bi or the end client. Example company names may be requested, these will not be linked to an individual respondent. Interview Recordings may be shared (personal data) in the event of a quality or validation concern.
Data Subjects	<i>Random respondents with a past relationship (incidental) or no relationship with the end client</i>
Flow down obligations	Any personal data will be shared by secure transfer means (EG FTP or password protected files).
Specific Restrictions	<i>processing must be done on Agency premises; personal data must be anonymised/pseudonymised;</i>

	<i>the Supplier shall not reverse engineer or combine anonymised/pseudonymised data with other data in order to create personal data.</i>			
Processor Data Protection Officer	datacontroller@unimrkt.com			
Permitted Further Sub-Processors and Transfers				
Name (Set out here the name and registered address of the Further Sub-Processor)	Contact details (Set out here the name, email address and phone number of a key contact at the Further Sub-Processor)	Services (Set out here the permitted services that they will undertake in relation to Agency Personal Data)	Location/Transfers (Set out here the location in which the entity will process the Agency Personal Data, indicating where and from whom this has been transferred where relevant)	Mechanism (Set out here the agreed mechanism for ensuring any transfer is compliant with Data Protection Legislation pursuant to this Data Processing Schedule)
Alex Parkman				

Timings

Event	Start date	End date
KO	WC 6 th Jan 2025	
Pilot/Soft Launch	13/01/24	24/01/24
Full Fieldwork	27/01/24	28/03/24

Fees

Cost Elements	CPI (USD)
United States	£76
China	£72
Germany	£69
India	£59
United Kingdom	£76
Italy	£74

Discount = £6 per interview = -£2640

Total - £28545

Key contacts and Escalation

Company	Data Controller	Data Processor	Sub-Processor
B2B International	NA		
Unimrkt	Y		

Company/Role	Name	Contact details
B2B International	Joe White	Joe.white@b2binternational.com
B2B International	Ian Marshall	ian.marshall@b2binternational.com
Unimrkt	Alexander Parkman	alexander.parkman@unimrkthealth.com

Payment terms

Invoices will be paid within 45 days of receipt. Invoices received without a PO number will not be paid until a PO number is provided.

Signatures

On behalf of the Agency:

Name: _____

Job title: _____

Signed: _____

Dated: _____

On behalf of the Supplier:

Name: AParkman

Job title: Senior Business Development Manager

Signed:  AParkman (Jan 3, 2025 09:36 GMT)

Dated: Jan 3, 2025