

Contract with BIC

BRANDED STATIONERY SUPPLY AGREEMENT – Lisa T. Kwan (Procurement Director)

THIS AGREEMENT is made and entered into on 2025-07-13 (the “Effective Date”) by and between Nielsen Holdings plc (“Client”) and BIC (“Supplier”).

1. Scope of Supply

Supplier shall provide the materials identified as: Custom-Branded Office Stationery Kits (pens, markers, notepads) – Bulk Set under Commodity Code 44120000 – Office stationery and supply kits. The Material Group classification is OFFICE.

QUOTATION

Supplier: BIC

Quotation ID: Q-BIC-3920

Product/Service Description: Custom-Branded Office Stationery Kits (pens, markers, notepads) – Bulk Set

Quantity: 250

Total Price: \$3,500.00

2. Quantity and Pricing

Client shall procure a total quantity of 250 kits at a unit price of \$14.00 USD.

3. Guaranteed Spend

Client agrees to a guaranteed minimum spend of \$3,500.00 for the duration of this Agreement, from 2025-07-13 to 2026-07-13. This commitment ensures branding consistency across corporate offices.

4. Payment Terms

Supplier shall invoice Client based on payment terms of 30 days. Invoices must reference Purchase Requisition Number PR-862830 and Supplier ID BP-BIC001.

5. Delivery and Fulfillment

All items shall be delivered in full by 2026-07-13 to Plant ID NY01. Packaging must adhere to Nielsen branding guidelines as specified in Appendix A.

6. Discounts and Adjustments

A discount of 10% is applied to this volume order. Additional discounts may be triggered on reorders above 500 kits.

7. Tax and Compliance

Applicable tax code for this Agreement is TX002. Supplier will provide tax-compliant invoicing per U.S. corporate standards.

8. Cancellation Policy

Agreement may be canceled with 45 days with mutual agreement. Minimum spend remains enforceable post-cancellation.

9. Contract Reference and Status

This Agreement is tracked under Contract Reference CTR-2025-BIC-001 and currently holds status: Active.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement through their authorized representatives:

Signed for and on behalf of Nielsen Holdings plc:

Name: Lisa T. Kwan (Procurement Director)

Signature: _____

Signed for and on behalf of BIC:

Name: _____

Signature: _____