

Contract with AlphaPro Consulting

DATA GOVERNANCE CONSULTING AGREEMENT – Dr. Ethan McBride (Director of Engineering)

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

1. Scope of Services

Supplier shall deliver: Enterprise Data Governance & Compliance Workshop Series (Q1–Q2 Delivery), classified under Commodity Code 80101507 – Data management consulting services. Material Group: CONSULTING.

QUOTATION

Supplier: AlphaPro Consulting

Quotation ID: Q-APC-8825

Product/Service Description: Enterprise Data Governance & Compliance Workshop Series (Q1–Q2 Delivery)

Quantity: 6 sessions

Total Price: \$25,200.00

2. Scope and Pricing

Client commits to a package of 6 workshops at \$4,200.00 per session, totaling \$25,200.00 USD. Each session shall last a minimum of 4 hours.

3. Guaranteed Spend

Client agrees to a minimum financial commitment of \$25,200.00, enforceable regardless of session attendance. This ensures supplier resource allocation and priority scheduling.

4. Payment Terms

Supplier shall invoice Client with 30 days payment terms. All invoices must reference Purchase Requisition Number PR-643185 and Supplier ID BP-APC001.

5. Service Window and Location

Workshops shall be scheduled between 2025-07-13 and 2026-01-09 across Nielsen's U.S. sites, coordinated through Plant ID US02.

6. Discounts and Contingencies

A flat engagement discount of 10% applies. Custom reports or tools beyond scope will be quoted separately.

7. Tax and Legal Compliance

Applicable tax code: TX002. Supplier affirms compliance with all U.S. labor and data privacy laws relevant to service delivery.

8. Cancellation Policy

Termination allowed with 45 days written notice. Early exit triggers payment for committed but undelivered sessions.

9. Reference and Status

Internal Reference: CTR-2025-APC-001. Current contract 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: Dr. Ethan McBride (Director of Engineering)

Signature: _____

Signed for and on behalf of AlphaPro Consulting:

Name: _____

Signature: _____