



# EVIDENCE OF AGREEMENT

## BASIC CHARACTERISTICS

From a revenue recognition point of view, the following points are essential and cannot be missed:

- **Product** - material, category, scope, delivery frequency.
- **Validity** - period that the contract is valid.
- **Price** - must be fixed or determinable.
- **Payment terms** - entity to whom the bill will be invoiced, term and method of payment.
- **TCG** - Terms and conditions

In addition to the points above, proposals may contain other clauses that have been negotiated with the client. Clauses help us protect our business and ensure we deliver what the customer expects. For example: Evergreen clauses, grace period, among others.

## WHAT CAN BE ACCEPTED AS EVIDENCE OF AGREEMENT (EOA)?

- Proposal signed by Nielsen and the client
- OK by email, EOA attached to the email, and the customer's digital signature.
- PDF of the PO specifying - Price, Service, delivery/Term (if it is a one shot).

## SPECIFIC CASES

- **BRASIL** - All contract must contain the watermark and in approval by email the standard text.

