**Ad Hoc Agreement**

**(Non-Subscription)**

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| --- | --- |
| Client Name: | |
| Address: | |
| Contact Name: | Client VAT number (where applicable): |
| Contact Email Address: | Invoice Recipient: [INSERT HERE] |
| NIQ Contact Name: |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Ad Hoc Start Date | ENTER START DATE | Billing Instructions: | Enter billing instructions (if any) |
| Ad Hoc End Date | ENTER END DATE |
| Charges:  (exclude any applicable tax): | Enter charges; include currency code | Billing Frequency: | Enter billing frequency |
| Territory (location/country/ region) where Client is permitted to use the Services | Enter location/country/region | MSD Opportunity # |  |

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| Product or Service Description, |

|  |  |  |  |
| --- | --- | --- | --- |
| Retailer List: | | | |
| Categories: |  | Brand/UPC |  |
| Outlets/Channel: |  | Markets: |  |
| Products: |  | Facts: |  |
| Periods:(dates of history) |  | Delivered Frequency: |  |
| Periodicity: (Period Granularity) |  | Delivered via: |  |
| Global Snapshots Countries: | enter only if Snapshots included | Geographical Breakdown: | Enter Intl Only |

The “Term” of this Agreement commences on the Ad Hoc Start Date and automatically terminates on the Ad Hoc End Date specified above.

**Governing Law.**

This Agreement and the parties' respective rights and duties shall be interpreted and governed in accordance with the laws of Insert NIQ Gov Law drop down.

This Ad Hoc Agreement together with the [T&CAdHocAgreement (31May2023)](https://nielseniq.com/global/en/legal/ad-hoc-agreement-terms-and-conditions-31-may-2023/) which are incorporated herein by reference (together the “Agreement”) is entered into as of the Ad Hoc Start Date between the Client named above (“Client”) and the NIQ entity named below (“NielsenIQ” or “NIQ”). Client agrees to be bound by and comply with the terms of this Agreement. By signing below, Client’s authorized representative has accepted the terms and conditions of this Agreement.

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| --- | --- | --- |
| AGREED TO ON BEHALF  OF CLIENT | Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Name:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_    Title:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | DATE: |

NIQ entity name: [Insert NIQ legal entity drop down] EUROPE

NIQ entity address:

NIQ VAT Number (where applicable):