

## 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 15th April 2019

Supplier	Unimrkt
Purchase order number	Please confirm each invoice value before sending. PO will be supplied upon confirmation of invoice value so it can be included in the invoice.
Client/Project name/Project number	Coffee Manufacturers & Retailers of Ready To Drink Solutions (170-24)
Statement of Work Term	For the duration of Fieldwork
Type of project	Recruitment and moderation
Key goals of project	Recruitment and moderation
Critical dependencies (presentations/events)	

### Services and Deliverables:

Quantity	Total = 14											
	Countries	Target	Manufacturers Who Produce Ready To Drink Coffee	Retailers								
	Japan	7	6	1								
	Korea	7	6	1								
	Total	14	12	2								
Respondent type/level/function	<b>Industries –</b> <ul style="list-style-type: none"><li>Manufacturers which produce ready to drink coffee and coffee concentrates.</li><li>Copackers which produce RTD coffee and coffee concentrates for other brands.</li><li>Companies such as Starbucks, Dunkin Doughnuts are in scope as long as they sell RTD coffee.</li><li>Retailers which sell RTD coffee and coffee concentrates</li></ul> <b>The company sizes in scope are-</b> <ul style="list-style-type: none"><li>Companies with at least 50 employees</li></ul> <b>Job roles-</b> <p>Manufacturing roles need to cover a split of marketing and technical roles</p> <table><tr><td>CEO / Owner</td></tr><tr><td>Engineering Head / Director / Manager</td></tr><tr><td>Marketing / Sales</td></tr><tr><td>Operations Head / Director / Manager</td></tr><tr><td>Procurement / Purchasing</td></tr><tr><td>Quality Head / Director / Manager</td></tr><tr><td>R&amp;D Head / Director / Manager</td></tr><tr><td>Senior Management / Management Roles</td></tr></table>				CEO / Owner	Engineering Head / Director / Manager	Marketing / Sales	Operations Head / Director / Manager	Procurement / Purchasing	Quality Head / Director / Manager	R&D Head / Director / Manager	Senior Management / Management Roles
	CEO / Owner											
	Engineering Head / Director / Manager											
	Marketing / Sales											
	Operations Head / Director / Manager											
	Procurement / Purchasing											
	Quality Head / Director / Manager											
	R&D Head / Director / Manager											
	Senior Management / Management Roles											
	Blind or revealed	Blind										
	Survey length	45 mins										
	Depth/Quant/Semi	Qual Depth										

Incidence/Qualification criteria	TBC
Incentives	As costed
Markets	UK
Sample sources	Unimrkt to source all leads
Translations	N/A
Stimulus/links/Emails	Yes

## 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	<i>Subject matter is ... to understand and explore opportunities in the ready to drink coffee and coffee concentrates market. To find key differentiators for RTD coffee and coffee concentrates in our client's solutions to build a strong value proposition</i>
Duration	The duration of processing shall be for the term of this Statement of Work
Personal Data	Contact information (name, role, company, phone, email) and screening. data collected from recruited respondents by Unimrkt will be shared with B2B International to enable validation and tracking progress. Any further sharing to the end client will only be with the explicit permission of the respondent as captured during the research.
Data Subjects	<i>Random respondents with a past relationship (incidental) or no relationship with the end client.</i> They will be sourced by Unimrkt through their own panel or by free finding them.
Flow down obligations	<i>Any transfer of personal data will be done via encrypted file share or password protected file.</i>
Specific Restrictions	<i>processing must be done on Agency premises; personal data must be anonymised/pseudonymised; 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	<i>datacontroller@unimrkt.com</i>

## 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	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)
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	Sub-Processor)			
Unimrkt Research Inc				

#### Timings

Event	Start date	End date
FW period	10/01/2025	31/01/2025

#### Fees

N-14 (7 Japan and 7 Korea)  
CPI USD 775 x 14= USD10,850.00

#### Key contacts and Escalation

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

Company/Role	Name	Contact details
Unimrkt	Alex Parkman	alexander.parkman@unimrkthealth.com
B2B International	Jennifer Strange	Jennifer.Strange@b2binternational.com
B2B International	Georgina Stone	Georgina.Stone@b2binternational.com
B2B International	Colette Stevens	Colette.Stevens@b2binternational.com
B2B International	Daniel Culshaw	Daniel.Culshaw@b2binternational.com
B2B International	Laura Mendes	Laura.Mendes@b2binternational.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

Senior Business Development Manager  
Job title: \_\_\_\_\_

Signed: *AParkman*  
AParkman (Jan 10, 2025 16:29 GMT)

Dated: Jan 10, 2025