

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	254-24- Brand Tracker For Adhesive Manufacturer
Statement of Work Term	For the duration of Fieldwork
Type of project	Recruitment & Moderation
Key goals of project	Recruitment & Moderation
Critical dependencies (presentations/events)	

Services and Deliverables:

Quantity	Total = 1550	
	Markets	Total per market
	Australia	100
	Belgium	75
	Canada	100
	GCC	50
	India	200
	Italy	100
	Japan	100
	Korea	75
	Malaysia	75
	Netherlands	75
	Philippines	50
	Romania	75
	Saudi Arabia	75
	Singapore	75
	Spain	75
	Sweden	75
	Turkey	100
	Vietnam	75
	Total	1550
Respondent type/level/function	Job roles and responsibilities: Depending on the type of company, this will cover a range of functions, including: (very rough percentage breakdown based on the last two waves) we will allow for a 3% swing either way. <ul style="list-style-type: none"> • OEM Design & Manufacturing (20%) • Maintenance & Operations (40%) • SHE / Regulatory / Environment (5%) • Purchasing / Procurement (15%) 	

	<ul style="list-style-type: none"> • Technical / Design . Engineering (20%) • Automotive Maintenance, Repair Professionals (5%) <p>Screening criteria – There are various screening questions in the screener based on their employment, organization sector, role in decision making.</p> <p>We will ask each respondent about two brands they are aware of from a list of market leading organisations. We will only accept 10% of all answers to come from someone who can only talk about 1 brand as this should be a strategic part of their business and they should know about multiple brands.</p> <p>As this is a tracker, we will be looking to be reasonably close to previous waves data, which I have included in brackets in the info above and in the slide below.</p> <p>Company sizes and quotas:</p> <ul style="list-style-type: none"> • GM – General Manufacturing (40% GM completes) • MRO – (40% MRO completes) • VRM – (20% VRM completes)
Blind or revealed	Blind
Survey length	20 mins
Depth/Quant/Semi	Quant Telephone
Incidence/Qualification criteria	TBC
Incentives	As costed
Markets	As per above
Sample sources	Unimrkt to source all leads
Translations	To be share by B2B
Stimulus/links/Emails	No

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 ...</i> To understand and track the Loctite brand equity to inform the marketing and communication strategy
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. 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;</i>

	<i>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 Sub-Processor)	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)
Alex Parkman				

Timings

Event	Start date	End date
Briefing	15/05/2025	
FW period	19/02/2024	25/07/2025

Fees

Country	Sample Size NEW	CPI	Total
Australia	100	£65.00	£6,500.00
Belgium	75	£65.00	£4,875.00
Canada	100	£65.00	£6,500.00
GCC	50	£65.00	£3,250.00
India	200	£65.00	£13,000.00
Italy	100	£65.00	£6,500.00
Japan	100	£65.00	£6,500.00
Korea	75	£65.00	£4,875.00
Malaysia	75	£65.00	£4,875.00
Netherlands	75	£65.00	£4,875.00
Philippines	50	£65.00	£3,250.00
Romania	75	£65.00	£4,875.00
Saudi Arabia	75	£65.00	£4,875.00
Singapore	75	£65.00	£4,875.00
Spain	75	£65.00	£4,875.00
Sweden	75	£65.00	£4,875.00

Turkey	100	£65.00	£6,500.00
Vietnam	75	£65.00	£4,875.00
	1550		£100,750.00

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	Grace Ennis	Grace.Ennis@b2binternational.com
B2B International	Abbie Ormston	abbie.ormston@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: Conor Wilcock

Job title: Managing Director

Signed: 

Dated: 05/20/2025

On behalf of the Supplier:

Name: Alex Parkman

Job title: Global Head of Sales - Healthcare

Signed: 

Dated: 05/17/2025