

THIS PURCHASE ORDER ATTACHMENT (this 'PO Attachment') is in connection with the attached purchase order issued by **Buyer Legal Entity Name** ('Buyer') to **Supplier Legal Entity Name** ('Supplier'), in accordance with that Master Services Agreement entered into by and between **Johnson & Johnson Services Inc.** and Supplier Name effective as of January 1, 2012 (the 'Master Agreement'). Any capitalized term used in this PO Attachment but not defined herein has the meaning attributed thereto in the Master Agreement.

1. Supplier shall provide to Buyer the Services and deliverables for the fees set forth in Exhibit 1 attached hereto. Services shall start and end as of the Project Start and End Dates set forth in Exhibit 1.
2. The project managers and notices for this PO Order under MSA are:

Supplier Contact Information:

Name:	Mack Mistry
Title:	JnJ Admin
Address:	New Brunswick, New Jersey, USA
Phone:	+1-373-621-7248
Email:	mistry.mack@its.jnj.com

Buyer Contact Information:

Name:	Mack Mistry
Title:	JnJ Admin
Address:	New Brunswick, New Jersey, USA
Phone:	+1-373-621-7248
Email:	mistry.mack@its.jnj.com

3. All provisions of the Master Agreement are hereby incorporated into the provisions of this PO Attachment by this reference as if set out in full herein. All references to Master Agreement shall include all amendments, past and future, to the Master Agreement unless such amendment explicitly provides otherwise.

EXHIBIT 1 TO PO ATTACHMENT

Supplier: Moxie Marketing

MSA Contract Number: MSA-001

Project Start Date: 10-16-2020

Project End Date: 11-18-2020

Project Name: Project #2

Hive Number: hive #2

Hive Study Type: Concept/Claims/Positioning

Study Type

	Study Type	Level I Study Type
Phase 1	In Market Performance	Quant
Phase 2	Segmentation	Quant

Study Objectives:

study objective #4

Final Output:

final output #4

Currency: EUR
Currency Rate: 0.83

Total Project Cost

Summary	Cost
Total Professional Service Fee	€5,810.00
Total Pass Through Expenses	€1,162.00
Total Charge for Study (Pre-tax)	€6,972.00

Breakdown

Professional Services	Study Type	Cost
	In Market Performance	€2,905.00
	Segmentation	€2,905.00
	Total Professional Service Fee	€5,810.00
Pass Through Expenses	Activity / Cost Items	Cost
	Participant Recruiting	€166.00
	Programming	€166.00
	Tabulation	€166.00
	Moderators	€166.00
	Fieldwork Management	€166.00
	Online Platform Rental	€166.00
	Travel Accommodation	€166.00
	Total Pass Through Expenses	€1,162.00

Phase - 1 Cost Details

Summary	Cost
Total Professional Service Fee	€2,905.00
Total Pass Through Expenses	€581.00
Total Charge for Study (Pre-tax)	€3,486.00

Project Parameters:

Estimated Incidence Rate: 5 - 10 %

HCP Type: Non Surgical General Specialist (no list)

	Field Countires	No. of Respondents	Respondent Type
Study Host Country	USA	9162	HCP
Add-On Country - 1	Italy	2701	HCP

Activity / Cost Item's

Items	Key Driver	Units	Inputs
Questionnaire Design:	Length of Questionnaire (minutes)	per Project	15 - 20
	Complexity of Questionnaire	per Project	Moderate
	Length of Questionnaire (for recruiting)	per Project	5 - 10
Format:	Online / Telephone / In-Person	N/A	In-Person & Telephone
Project Management:	Complexity of Study	per Project	Moderate
Analysis:	Complexity of Analysis	per Project	Moderate

Tabulation Requirement:	Number of Banner Points	per Project	3 -5 Banners
Reporting/Tracking:	Complexity of Reporting	per Project	Moderate

Reporting Requirement

Global Report Required: Yes

Separate Country Reporting	Field Countires	Topline Required
Study Host Country	USA	Yes
Add-On Country - 1	Italy	Yes

Honoraria	
Position	Payment Amount
hc1	€83.00
hc2	€83.00
Total:	€166.00

Cost Breakdown

Professional Services	Activity Cost Items	USA	Italy
	Discussion Guide Design	€83.00	€332.00
	Screen Development	€83.00	€332.00
	Project Management	€83.00	€332.00
	Analysis	€83.00	€332.00
	Moderation Fee	€83.00	€332.00

	Reporting/Tracking	€83.00	€332.00
	Topline Report	€83.00	€332.00
	Additional Costs	-€16.60	-€415.00
	Total Professional Fees	€564.40	€1,909.00
	Total Professional Fees (USD)	\$680.00	\$2,300.00
	Discount Rate Professional	€0.00	€0.00
	Discount Rate Term	€0.00	€0.00
	Total Professional Fees - After Discount	€564.40	€1,909.00
Pass-through Expenses	Activity Cost Items	Cost	Description
	Participant Recruiting	\$100.00	
	Programming	\$100.00	
	Tabulation	\$100.00	
	Moderators	\$100.00	
	Fieldwork Management	\$100.00	
	Online Platform Rental	\$100.00	
	Travel Accommodation	\$100.00	
	Other Out of Pocket Item	\$500.00	External Vendor; Extra manual efforts
	Total Pass-through Expenses	\$1,200.00	
Total Charge for Study (Pre-tax) €3,469.40			

If Market Research Services include the use of health care providers or health care influencers as survey participants, Supplier represents and warrants that any honorarium payments are fair and reasonable in view of the services rendered.

Phase - 2 Cost Details

Summary	Cost
Total Professional Service Fee	€2,905.00
Total Pass Through Expenses	€581.00
Total Charge for Study (Pre-tax)	€3,486.00

Project Parameters:

Estimated Incidence Rate: 10 - 20 %

HCP Type: Specialist (no list)

	Field Countires	No. of Respondents	Respondent Type
Study Host Country	USA	8319	HCP
Add-On Country - 1	Italy	7768	HCP

Activity / Cost Item's

Items	Key Driver	Units	Inputs
Questionnaire Design:	Length of Questionnaire (minutes)	per Project	20 - 30
	Complexity of Questionnaire	per Project	Complex
	Length of Questionnaire (for recruiting)	per Project	10 - 15
Format:	Online / Telephone / In-Person	N/A	In-Person & Online
Project Management:	Complexity of Study	per Project	Complex
Analysis:	Complexity of Analysis	per Project	Complex

Tabulation Requirement:	Number of Banner Points	per Project	5+ Banners
Reporting/Tracking:	Complexity of Reporting	per Project	Complex

Reporting Requirement

Global Report Required: No

Separate Country Reporting	Field Countires	Topline Required
Study Host Country	USA	Yes
Add-On Country - 1	Italy	Yes

Honoraria	
Position	Payment Amount
hc1	€83.00
hc2	€83.00
Total:	€166.00

Cost Breakdown

Professional Services	Activity Cost Items	USA	Italy
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	Analysis	€83.00	€332.00
	Moderation Fee	€83.00	€332.00

Reporting/Tracking	€83.00	€332.00
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Total Professional Fees - After Discount	€564.40	€1,909.00

Pass-through Expenses	Activity Cost Items	Cost	Description
	Participant Recruiting	\$100.00	
	Programming	\$100.00	
	Tabulation	\$100.00	
	Moderators	\$100.00	
	Fieldwork Management	\$100.00	
	Online Platform Rental	\$100.00	
	Travel Accommodation	\$100.00	
	Other Out of Pocket Item	\$500.00	External Vendor; Extra manual efforts
	Total Pass-through Expenses	\$1,200.00	

Total Charge for Study (Pre-tax) €3,469.40