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| Contract ID: | 75FCMC22F0001 | Reference IDV: | 75FCMC18D0044 |
|--------------------------------------|---------------------------------------|---|--|
| Modification Number: | P00004 | Transaction Number: | 0 |
| Award/IDV Type: | DO Delivery Order | Action Obligation (\$): | \$1,270,825.00 |
| Date Signed: | Sep 20, 2023 | Solicitation Date: | May 11, 2022 |
| Contracting Agency ID: | 7530 | Contracting Agency: | CENTERS FOR MEDICARE AND MEDICAID SERVICES |
| Contracting Office Name: | OFC OF ACQUISITION AND GRANTS MGMT | PSC Type: | S |
| PSC: | R426 | PSC Description: | SUPPORT- PROFESSIONAL: COMMUNICATIONS |
| NAICS: | 541810 | NAICS Description: | ADVERTISING AGENCIES |
| Entity City: | WASHINGTON | Entity State: | DC |
| Entity ZIP Code: | 200365652 | Additional Reporting Code: | S |
| Additional Reporting Description: | SERVICE CONTRACT INVENTORY (FAR 4.17) | Unique Entity ID: | CZJKHV86FSB2 |
| Ultimate Parent Unique Entity ID: | ZH5LVLFYN793 | Ultimate Parent Legal Business Name: | KETCHUM INCORPORATED |
| Legal Business Name: | KETCHUM INCORPORATED | CAGE Code: | 1TXH6 |
| Contract ID: | 75FCMC22F0001 | Reference IDV: | 75FCMC18D0044 |
| Modification Number: | 0 | Transaction Number: | 0 |
| Award/IDV Type: | DO Delivery Order | Action Obligation (\$): | \$8,971,889.00 |
| Date Signed: | Aug 11, 2022 | Solicitation Date: | May 11, 2022 |
| Contracting Agency ID: | 7530 | Contracting Agency: | CENTERS FOR MEDICARE AND MEDICAID SERVICES |
| Contracting Office Name: | OFC OF ACQUISITION AND GRANTS MGMT | PSC Type: | S |
| PSC: | R426 | PSC Description: | SUPPORT- PROFESSIONAL: COMMUNICATIONS |
| NAICS: | 541810 | NAICS Description: | ADVERTISING AGENCIES |
| Entity City: | WASHINGTON | Entity State: | DC |
| Entity ZIP Code: | 200365652 | Additional Reporting Code: | s |
| Additional Reporting Description: | SERVICE CONTRACT INVENTORY (FAR 4.17) | Unique Entity ID: | CZJKHV86FSB2 |
| Ultimate Parent Unique Entity ID: | ZH5LVLFYN793 | Ultimate Parent Legal Business Name: | KETCHUM INCORPORATED |
| Legal Business Name: | KETCHUM INCORPORATED | CAGE Code: | 1TXH6 |
| Contract ID: | 75FCMC22F0001 | Reference IDV: | 75FCMC18D0044 |
| Modification Number: | P00001 | Transaction Number: | 0 |
| Award/IDV Type: | DO Delivery Order | Action Obligation (\$): | \$0.00 |
| Date Signed: | Jan 19, 2023 | Solicitation Date: | May 11, 2022 |
| Contracting Agency ID: | 7530 | Contracting Agency: | CENTERS FOR MEDICARE AND MEDICAID SERVICES |
| Contracting Office Name: | OFC OF ACQUISITION AND GRANTS MGMT | PSC Type: | S |
| PSC: | R426 | PSC Description: | SUPPORT- PROFESSIONAL: COMMUNICATIONS |
| NAICS: | 541810 | NAICS Description: | ADVERTISING AGENCIES |
| Entity City: | WASHINGTON | Entity State: | DC |
| Entity ZIP Code: | 200365652 | Additional Reporting Code: | S |
| Additional Reporting Description: | SERVICE CONTRACT INVENTORY (FAR 4.17) | Unique Entity ID: | CZJKHV86FSB2 |
| Ultimate Parent Unique Entity ID: | ZH5LVLFYN793 | Ultimate Parent Legal Business Name: | KETCHUM INCORPORATED |
| Legal Business Name: | KETCHUM INCORPORATED | CAGE Code: | 1TXH6 |

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| | FF-91/900-001 | | FF-91/91 07 00 14 |
|--------------------------------------|---------------------------------------|---|--|
| Contract ID: | 75FCMC22F0001 | Reference IDV: | 75FCMC18D0044 |
| Modification Number: | P00003 | Transaction Number: | 0 |
| Award/IDV Type: | DO Delivery Order | Action Obligation (\$): | \$3,890,659.00 |
| Date Signed: | Aug 24, 2023 | Solicitation Date: | May 11, 2022 |
| Contracting Agency ID: | 7530 | Contracting Agency: | CENTERS FOR MEDICARE AND MEDICAID SERVICES |
| Contracting Office Name: | OFC OF ACQUISITION AND GRANTS MGMT | PSC Type: | S |
| PSC: | R426 | PSC Description: | SUPPORT- PROFESSIONAL: COMMUNICATIONS |
| NAICS: | 541810 | NAICS Description: | ADVERTISING AGENCIES |
| Entity City: | WASHINGTON | Entity State: | DC |
| Entity ZIP Code: | 200365652 | Additional Reporting Code: | S |
| Additional Reporting Description: | SERVICE CONTRACT INVENTORY (FAR 4.17) | Unique Entity ID: | CZJKHV86FSB2 |
| Ultimate Parent Unique Entity ID: | ZH5LVLFYN793 | Ultimate Parent Legal Business Name: | KETCHUM INCORPORATED |
| Legal Business Name: | KETCHUM INCORPORATED | CAGE Code: | 1тхн6 |
| Contract ID: | 75FCMC22F0001 | Reference IDV: | 75FCMC18D0044 |
| Modification Number: | P00002 | Transaction Number: | 0 |
| Award/IDV Type: | DO Delivery Order | Action Obligation (\$): | \$0.00 |
| Date Signed: | Feb 28, 2023 | Solicitation Date: | May 11, 2022 |
| Contracting Agency ID: | 7530 | Contracting Agency: | CENTERS FOR MEDICARE AND MEDICAID SERVICES |
| Contracting Office Name: | OFC OF ACQUISITION AND GRANTS MGMT | PSC Type: | s |
| PSC: | R426 | PSC Description: | SUPPORT- PROFESSIONAL: COMMUNICATIONS |
| NAICS: | 541810 | NAICS Description: | ADVERTISING AGENCIES |
| Entity City: | WASHINGTON | Entity State: | DC |
| Entity ZIP Code: | 200365652 | Additional Reporting Code: | S |
| Additional Reporting Description: | SERVICE CONTRACT INVENTORY (FAR 4.17) | Unique Entity ID: | CZJKHV86FSB2 |
| | ZH5LVLFYN793 | Ultimate Parent Legal | KETCHUM INCORPORATED |
| Ultimate Parent Unique Entity ID: | | Business Name: | |

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