

**NOTICE TO PROCEED**

20 December 2021

**MR. BRIAN JOHN V. HERRERA**

Managing Director  
Media Meter Inc.  
3<sup>rd</sup> Floor, M&J Building,  
Don A. Roces Ave., Quezon City

Dear **Mr. Herrera:**

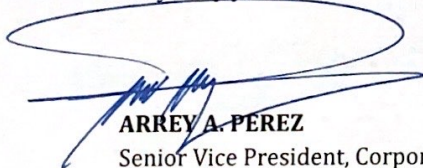
In relation to the Consulting Services Contract for the Web-based Quad-Media Monitoring, with a contract amounting to **Four Hundred Eighty-Six Thousand Pesos and 00/100 (Php 486,000.00)** inclusive of any and all taxes paid to the government, Media Meter Inc., is hereby directed to proceed with the forecited services according to the terms and conditions stipulated in the pertinent Contract.

The contract shall be effective for one (1) year from **06 January 2022 (Effective Date)**.

Kindly return to us one (1) copy of the duly signed Notice to Proceed within **five (5) days** upon receipt.

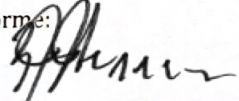
Thank you.

Very truly yours,



**ARREY A. PEREZ**  
Senior Vice President, Corporate Services Group

Conformed:



**MR. BRIAN JOHN V. HERRERA**  
Authorized Representative

**AB2021-0813**