On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage®, a menu-driven database system. The INTERNET address GSA Advantage® is: GSAAdvantage.gov.

Multiple Award Schedule

FSC Group: Professional Services FSC Class:

Contract number: 47QRAA21D001Z

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Contract period: January 21, 2021 through January 20, 2026

2556 29TH AVE W
SEATTLE, WA 98199-3324
UNITED STATES
206.650.4865 mobile
206.282.3548 fax

Contractor’s internet address/web site where schedule information can be found (as applicable).
http://ivyworldwide.com

Contract administration source (if different from preceding entry).
Nick White, General Manager
nick@ivyworldwide.com

Business size: Small
Small Disadvantaged Business, DoT Certified Disadvantage Business Enterprise, Historically Underutilized Business Zone

Price list current as of Modification #(mod number) effective (effective date of modification)

Prices Shown Herein are Net (discount deducted)
CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>SINs</th>
<th>Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>541910RC</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>541511</td>
<td>541511RC</td>
<td>Web Based Marketing</td>
</tr>
</tbody>
</table>

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

<table>
<thead>
<tr>
<th>SIN/SIN(s)</th>
<th>Labor Category</th>
<th>Minimum Education</th>
<th>Minimum Years of Experience</th>
<th>Unit of Issue</th>
<th>Price Offered to GSA Including IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910/541511</td>
<td>Account Executive</td>
<td>Bachelors</td>
<td>6</td>
<td>Hour</td>
<td>$181.36</td>
</tr>
<tr>
<td>541910/541511</td>
<td>Project Manager</td>
<td>Bachelors</td>
<td>5</td>
<td>Hour</td>
<td>$120.47</td>
</tr>
<tr>
<td>541511</td>
<td>Influencer Relations Manager</td>
<td>Bachelors</td>
<td>5</td>
<td>Hour</td>
<td>$113.35</td>
</tr>
<tr>
<td>541910/541511</td>
<td>Inbound Content Manager</td>
<td>Bachelors</td>
<td>5</td>
<td>Hour</td>
<td>$113.35</td>
</tr>
</tbody>
</table>

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item.

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Executive</td>
<td>Serve as principal liaison between client and project team. Manage sales opportunities and conduct business development meetings. Achieve reliable balance between customer orientation and results-driven approach. Directly responsible for preservation and expansion of clientele. Responsibilities breakdown: Meet with clients to discuss campaign/project strategy, tactics, success measures · Define and internally communicate client success measures · Work with Project Managers to devise campaigns that meet client's brief and budget · Present clients with campaign ideas, timelines and costs · Negotiate agreements and keep records of deliverables, reports, etc · Report on campaign progress · Negotiate with clients to anticipate and resolve problems, and to ensure deadlines are met · Manage account budget and client invoicing · Provide professional after-sales support to enhance customer satisfaction · Unearth new sales opportunities</td>
</tr>
</tbody>
</table>

2
<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager</td>
<td>Plan, budget, oversee and document all aspects of specific projects. Liaise with sales, management and internal resources as necessary. Ensure all projects are delivered on-time, within scope and within budget.</td>
</tr>
<tr>
<td></td>
<td>Responsibilities breakdown: Provide end-to-end project management · Scope project requirements and prepare budget · Develop detailed project plan and monitor progress · Collaborate with internal teams to design, develop and deliver assigned project elements · Deliver projects on time ensuring quality standards are met · Draft supporting documentation · Communicate with teammates to ensure all members can meet expectations · Remediate scope/schedule conflicts swiftly and constructively · Anticipate potential risks/issues and resolve proactively · Seek opportunities for improvement on client success measures · Monitor, analyze and report project success metrics</td>
</tr>
<tr>
<td>Influencer Relations Manager</td>
<td>Identification, review and recruitment of third-party influencer participant candidates. Developing influencer offer/pitch and gaining external placement of content on third-party influencer properties. Experience with event management and site/brand sponsorships.</td>
</tr>
<tr>
<td></td>
<td>Responsibilities breakdown: Identify, contact and enlist influential third parties to meet project objectives · Ensure influencer alignment with key business goals &amp; metrics · Define influencer content-generation incentives and requirements, including content sponsorship · Schedule, manage and monitor influencer content generation · Draft, execute and manage contracts for sponsored third-party influencer content · Assist with event planning and execution, including managing influencer presence at events</td>
</tr>
<tr>
<td>Inbound Content Manager</td>
<td>Program planning aimed at attracting client site traffic, converting that traffic into new leads for the business, and nurturing those leads to close into customers.</td>
</tr>
<tr>
<td></td>
<td>Responsibilities breakdown: Build and manage rich content/editorial calendar that attracts a qualified audience to client properties (including blog posts, whitepapers, e-books, reports, webinars, infographics, etc.) · Grow new leads, including marketing-qualified leads, by designing mechanisms to convert site traffic through calls-to-action, landing pages, and lead generation content (including offers) · Optimize marketing automation and lead nurturing processes through newsletters, site/channel content and social channels · Establish closed-loop sales analytics programs to understand how inbound marketing activity converts into customers. Continually refine process to improve customer conversion · Monitor, analyze and report project success metrics</td>
</tr>
</tbody>
</table>

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic coverage (delivery area). Domestic Only

5. Point(s) of production (city, county, and State or foreign country).

2556 29TH AVE W
SEATTLE, WA 98199-3324
UNITED STATES
206.650.4865 mobile
206.282.3548 fax
6. Discount from list prices or statement of net price. Government Net Prices (discounts already deducted.)

7. Quantity discounts. 1% for task orders $250,000 and above and 2% for task orders $1,000,000 and above.

8. Prompt payment terms. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 days or other negotiated prompt payment terms

9. Foreign items (list items by country of origin). Not Applicable

10a. Time of delivery. (Contractor insert number of days.) Contact Contractor or To Be Determined at the Task Order level

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. Contact Contractor or To Be Determined at the Task Order level

10c. Overnight and 2-day delivery. Contact Contractor or To Be Determined at the Task Order level

10d. Urgent Requirements. Contact Contractor or To Be Determined at the Task Order level

11. F.O.B. point(s). Destination

12a. Ordering address.

2556 29TH AVE W
SEATTLE, WA 98199-3324
UNITED STATES
206.650.4865 mobile
206.282.3548 fax

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address.

2556 29TH AVE W
SEATTLE, WA 98199-3324
UNITED STATES
206.650.4865 mobile
206.282.3548 fax

14. Warranty provision. Not Applicable

15. Export packing charges, if applicable. Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable
17. Terms and conditions of installation (if applicable). Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable

18b. Terms and conditions for any other services (if applicable). Not Applicable

19. List of service and distribution points (if applicable). Not Applicable

20. List of participating dealers (if applicable). Not Applicable

21. Preventive maintenance (if applicable). Not Applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor’s website or other location.) The EIT standards can be found at: www.Section508.gov/. Not Applicable

23. Data Universal Number System (DUNS) number. 081119555

24. Notification regarding registration in System for Award Management (SAM) database. Contractor registered and active in SAM

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.