ELECTRONIC ENVELOPE N. 3

ANNEX X Bis

MODEL IMPACT CHART FOR CRITERIA BY APPLYING FORMULAS

MEDIA	Total units
DIGITAL ACTIVITY	**IMPRESSIONS**
Creative	Not applicable
Articles of editorial content: MOB Kitchen	1,500,000
Articles of editorial content: Vogue Food Week	10,010,000
Microsite on the sherry.wine portal	Cannot be measured in advance
Paid online media advertising plan (social networks): Paid Social Media Network	8,333,333
Paid online media advertising plan (social networks): Digital Display	6,250,000
Paid online media advertising plan (social networks): Retargeting	1,538,462
Paid online media advertising plan (Campaign in e-commerce)	1,140,000
Call to action – Club 3[2]	50,000
Call to action – Sherry Route	1,250,000
Other activities – ME cocktail trade event and trade marketing campaign	80,000
TOTAL DIGITAL ACTIVITY OF THE FIRST YEAR	**30,151,795**

MEDIA	Total units
DIGITAL ACTIVITY	**IMPRESSIONS**
Articles of editorial content: Content partnerships food media	1,100,000
Articles of editorial content: Native advertising	1,250,000
Microsite on the sherry.wine portal	Cannot be measured in advance
Paid online media advertising plan (social networks): Paid Social Media Network	12,500,000
Paid online media advertising plan (social networks): Digital Display	10,416,667
Paid online media advertising plan (social networks): Retargeting	1,538,462
Paid online media advertising plan (Campaign in e-commerce)	2,840,000
Call to action – Times+	6,818,000
Other activities – Influencer campaign	480,000
TOTAL DIGITAL ACTIVITY OF YEAR TWO	**36,943,129**

Note: The number of impressions shall be expressed in units that are homogeneous to each other and in number of people (number of impressions) without decimal places.

Note: These data must be accompanied by the official source that they were obtained from.

Note: The data of the media that are in line with the target audience profile shall be taken into account.

Note: In case of extension, the number of impressions and impacts for its year of duration must be at least the same as the number offered for year 1, and may be greater if applicable.

LOTUS

LOTUS INTEGRATED COMMUNICATIONS LTD
22 - 25 Eastcastle Street
London
W1W 3DU, UK

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