

## **PPR Engagement for CY24**

As discussed, we are looking to introduce a minimum retainer level next year. This is a natural evolution that has come as a result of the growth we have seen this year. Delivering a good client experience remains our priority and we hope the minimum retainer level will ensure that all of our clients receive the same standard of service.

The minimum fee for retained clients from 2024 will be £1,500 per month, or £18,000. That equates to \$1,875 per month or \$22,500.

Having worked with oneM2M for ten years next year, we would obviously love to continue working with you and increase our scope of work with you. If we were engaged in the way we were previously, we would currently be prioritising detailed discussions with you and the oneM2M team about what ATIS leaving means for oneM2M and the best way to handle the situation. A ready-to-go statement to respond to media enquires with and a pipeline of positive PR stories would be among the initial steps we'd advise taking. It sounds like at this stage, it is crucial that oneM2M develops some very clear messaging that answers why it remains one of the most relevant IoT standards and what its members get from being a part of it that they can't get anywhere else. If you can meet the minimum retainer level, we'd love to put together a full proposal for 2024 for you to review.

If the minimum retainer level cannot be met by oneM2M, one option would be to work on a project basis – for example around an event or news announcement. During the call you expressed interest in the sponsored LinkedIn posts and I have included pricing for an ad hoc campaign (consisting of two posts) below. This is the minimum we could do on a one-off basis and ensures that there is scope within the work to retarget and adapt the campaign content to ensure the best possible results are delivered. If there was something you wanted to run a bigger campaign on which would require more posts we can, of course, quote for that too.

<b><u>Deliverables</u></b>	<b><u>Cost</u></b>
Proactive PR to develop and manage one sponsored LinkedIn campaign consisting of two posts, including: <ul style="list-style-type: none"><li>• Drafting of content for posts</li><li>• Target audience selection</li><li>• Reporting on the results of each post</li></ul>	<b>\$1,512.50</b>

I've also included our pricing for other services you might find to be relevant on a project basis. We are of course open to other activity should the need arise.

Press release (drafting, distribution and coverage reporting)	<b>\$1,500</b>
Feature writing and placement	<b>\$2,762.50</b>

Regarding the 2023 activity, please see below a summary of what we have delivered. The numbers in brackets indicate how many of that activity we had in the 2023 contract.

### **Organization brochure (0)**

- PPR redesigned and produced new copy for the oneM2M brochure

### **PR distributions (3)**

ITU-T Approval of oneM2M Rel 2 security specs

- PPR distributed this release on Tuesday 2 May.
  - Security Boulevard – PPR secured an interview opportunity

#### **Features (3)**

- PPR secured a feature with Pipeline - July Issue IoT and Device Revolution (published)
- PPR secured a feature contribution opportunity for Architecture & Governance article (opportunity not taken)

#### **Other**

##### **Telesemana 5G security webinar**

- PPR managed and arranged a webinar for Rana Kamill on Tuesday 16 May for the Security 5G event.

##### **MEC White Paper**

- PPR put together a promotional plan for oneM2M for the whitepaper's launch during ETSI IoT Week (4-6 July)

##### **Strategy document**

- PPR created strategy slides outline strategy slides & assisted with the redefining of oneM2M's core messaging

#### **Sponsored campaigns (8)**

- PPR has ran 6 sponsored campaigns for oneM2M

The brochure activity was counted as two features (agreed between you and James), which leaves us with 2 PRs to distribute and 2 sponsored posts to run. Although there is no obligation for us to carry this activity into 2024, we do want to do everything we can to help oneM2M so I am happy for this activity to be carried over into next year, but would stipulate that it needs to be completed by the end of Q1 2024.

If you have any questions, please don't hesitate to let me know. I very much hope we can continue to work together in some capacity, next year and beyond.