

## Renewal of Retainer

We believe we are on a three-year journey, where years 2 and 3 will be about activation, growing sophistication, optimizations, and results.

We propose the following commercial terms for the retainer:

- TMP will fix the current monthly retainer of \$130,000/month and corresponding rates for 2 years until June 2026. There will be a break clause after 12 months.
- These rates will apply to other business units in T-Mobile should they wish to contract TMP.
- T-Mobile rates are 28% discounted from the TMP rate card.
- We propose an additional \$1500/month of hard costs to allow for license costs, data, travel, and other miscellaneous items.
- The team allocation of job roles and competencies will remain the same as year 1 (see breakdown of team and % allocation below)
- TMP will invest in the partnership by providing additional innovation sessions, lunch and learns, speaking, and networking opportunities.

<b>2025</b>			<b>Total FTE</b>	<b>\$1,560,000</b>
<b>Rate Card Title</b>	<b>Total Hours (Market FTE Hours)</b>	<b>Bill rate per hour</b>	<b>Allocation / Total FTE</b>	
Account Director	1800	\$195	25%	
Senior Account Manager	1800	\$169	70%	
Program Director	1800	\$195	15%	
Senior Program Manager	1800	\$169	50%	
Client Success Lead	1800	\$263	5%	
Global Client Partner	1800	\$336	5%	
Strategy Director	1800	\$195	20%	
Senior Strategist	1800	\$195	20%	
Copywriter	1800	\$169	50%	
Creative Director	1800	\$195	10%	
Associate Creative Director	1800	\$195	25%	
Designer	1800	\$169	50%	
Dev/UX	1800	\$104	15%	
Inside Sales Specialist	1800	\$104	80%	
Inside Sales Specialist	1800	\$104	80%	
Head of Inside Sales	1800	\$104	20%	
Data Manager	1800	\$169	25%	