



26th September 2019

Orlando / Orange County Convention & Visitors Bureau, Inc.
6277 Sea Harbor Drive Ste 400
32821 Orlando, Florida
United States of America

Attention: Danielle Hollander

Dear Danielle,

I am writing to confirm our agreement to vary the terms of our current agreement, as set out in the letter of appointment between us dated 14th January 2018 and amendment dated 20th March 2019 ("Agreement"). Terms and expressions which are defined in the Agreement have the same meanings where used in this letter.

2 TERM OF AGREEMENT

The term of the Agreement shall now continue until 31st December 2020, with an option of a further extension for a period of 1 (one) year to 31st December 2021, subject to prior agreement by both parties in writing on or before 30th September 2020.

4 REMUNERATION

- a. By way of remuneration for making our services available to Visit Orlando, we will be entitled to 6.0% (six percent) of the gross cost of Visit Orlando's media expenditure on advertising placed by us (the gross cost thereof being the amount charged to us by the media supplier before deduction of the agency commission).
 - i. The remuneration will be billed monthly as a fee, based on the annualized 2020 estimated media spend – TBC by end Jan 2020.


Please could you confirm your agreement to the above by signing and returning the attached copy of this letter.

Yours faithfully



Colin Gillespie
Chief Strategy Officer
for and on behalf of
All Response Media Limited

I confirm that the above sets out the agreement between us

 (Signature of authorised signatory)

Tracy Howard (Name)

Authorised Signatory
for and on behalf of
Orlando / Orange County Convention & Visitors Bureau, Inc.

This the 24th day of October 2019