**SCHEDULE A**

Entrustment Letter

Effective Date: March 18, 2025

This Entrustment Letter (“Entrustment Letter”) is executed under and incorporated into the MASTER SERVICE AGREEMENT by and between Market Xcel Data Matrix Pvt. Ltd (“Company”) and Dentsu Macromill Insight, Inc. dated on November 18, 2016 (“Master Agreement”) with respect to the Entrusted Business specified as below. Capitalized terms used, but not otherwise defined herein shall have the meanings given them in that certain Agreement. This Entrustment Letter shall be governed by and subject to all of the terms and conditions of the Master Agreement.

1. Entrusted Business

The Company shall provide service set out Request for Quotation submitted by Dentsu Macromill Insight dated on February 15, 2023 which includes the following conditions.

(1) Project Name: GRASP 2023

(2) Methodology: CAPI, Home-visit

(3) Target cities: Dhaka and Chittagong

(4) Sample size: 300 samples

(5) Target Respondents: Female of 20-39

Should be the primary decision maker of groceries in the household,

Should be in charge of food preparation in the household, and Social Economic Class qualification

(6) Deliverables:1. CAPI Script 2. interim data 3. clean ASCII data 　4. coded data for OE

2. Term of Entrustment:

The term of the Entrustment shall be from March 31, 2023 until July 31, 2023

3. Delivery Date:

CAPI Script : April 28, 2025

50 Interim Data : June 16, 2025

Final Data : June 23, 2025

Coded Data : June 23, 2025

4. Entrustment Fee (include tax):

USD12,803.00

5. Payment Method of Entrustment Fee:

Initial payment: USD 6,401.50 50% upon project approval

Second payment: USD 6,401.50 50% job completion

The Company and Dentsu Macromill Insight have agreed that this Entrustment Letter shall be executed on the Effective Date set forth above by the undersigned authorized representatives of the parties.

Dentsu Macromill Insight, Inc.

By

Name: Yasuyuki Masaki

Title: General Manager

Market Xcel Data Matrix Pvt. Ltd

By

Name: Click here to fill in the name of your signer.

Title: