

## DUBAI METRO NAMING RIGHTS

### Bid Form / Proposal

- Date:
- Company / institution name:
- Company / institution legal structure:
- Person signing the RFP (with authorized signature):
- Job Title:

#### NUMBER OF STATION(S) THE COMPANY/INSTITUTION IS INTERESTED

IN.....

| Priority | Existing Station Name (1) | Name (your brand, ...) | Price (2) | Duration of the Deal (min 10 years) |
|----------|---------------------------|------------------------|-----------|-------------------------------------|
| 1        |                           |                        |           |                                     |
| 2        |                           |                        |           |                                     |
| 3        |                           |                        |           |                                     |
| 4        |                           |                        |           |                                     |
| 5        |                           |                        |           |                                     |
|          |                           |                        |           |                                     |
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|          |                           |                        |           |                                     |

(1) Station already named after commercial brands are not to be considered.  
 (2) Price for year 1. For following years, an annual inflation increase will be applied.

PAYMENT METHOD

| PAYMENTS                | SUGGESTED BY<br>RTA | YOUR PROPOSAL |     |
|-------------------------|---------------------|---------------|-----|
|                         |                     | %             | AED |
| Upon signature contract | 30%                 |               |     |
| Year 1                  | 20%                 |               |     |
| Year 2                  | 10%                 |               |     |
| Year 3                  | 8%                  |               |     |
| Year 4                  | 7%                  |               |     |
| Year 5                  | 6%                  |               |     |
| Year 6                  | 5%                  |               |     |
| Year 7                  | 4%                  |               |     |
| Year 8                  | 4%                  |               |     |
| Year 9                  | 3%                  |               |     |
| Year 10                 | 3%                  |               |     |

Notes:

- After year 1, an annual inflation increase on the price will be applied
- % to be applied to the TOTAL amount of the deal
- Any submission below the starting price for the station offered by the company will not be accepted

ADDITIONAL BENEFITS

Please kindly find below the additional benefits that the company/institution would like to acquire (if applicable).

Refer to appendixes for the further details. Examples: samplings, booths, etc.

1.-

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2.-

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3.-

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## EGA C AUSE

This completed document is submitted as our formal offer for the Naming Rights of the stations listed above, together with any other additional benefits requested, on the terms set out in this clause. Once submitted, we agree that we will not withdraw or amend our application until the process for awarding Naming Rights is complete. By completing and submitting this document we agree that the RTA has complete and absolute discretion in assessing the suitability of our offer. We understand and accept that the RTA has no obligation to enter into any agreement, nor to discuss the basis for any decision not to progress with negotiations. We agree that all communications and any negotiations between us and the RTA are to be kept confidential and that no information will be passed to any third party except where required by law.

Signed ..

For and on behalf of

## REQUIRED INFORMATION

- Profile of the company
- Address in the
- Summary of financial statements for the last 2 fiscal years:
  - Revenues
  - Number of employees
- Logo / name of the brand
- Trading license or articles of association or any legal documents identifying the authority of the signing body to do so
- Official authorization signature document of the person who is signing the Bid Form