



March 4, 2021

David Watt
Director of Sales
Anthem, Inc.
220 Virginia Ave., MP IN0202-B504
Indianapolis, IN 46204

RE: Subcontractor Letter of Commitment, State of Indiana, RFP 21-66211

Dear David,

Please accept this letter as an acknowledgment of our intention to perform communication services for Anthem, if Anthem is successfully awarded a contract with the State of Indiana as outlined in the State of Indiana's RFP 21-66211. 308 Communication will negotiate a written contract with Anthem within thirty (30) days of the award of the contract by the State of Indiana to Anthem. We understand we are bound by the terms and conditions as set forth in RFP 21-66211 and future revisions to the RFP that may be effective in the contract between Anthem and the State of Indiana.

308 Communications is registered to do business in the State of Indiana (SOS Control # 201805231259756) and is certified as a Woman Owned Enterprise by the State of Indiana. Our state bidder ID number is 000004822.

308 Communications understands there is no commitment for work by Anthem, unless the RFP results in a contract/award with the State of Indiana. If Anthem signs a contract with the State of Indiana, 308 Communications will participate in the contract by providing marketing and communication support for open enrollment (including Cobra), ongoing communication strategy and execution, and focus groups. 308 Communications will be paid no less than \$545,000 each year for the contract term, which represents 4% of the administrative fees.

308 Communications certifies that Melissa Cotterill is authorized to make such a commitment on behalf of the company as a principal of the firm.

Sincerely,

A handwritten signature in cursive script that reads 'Melissa Cotterill'.

Melissa Cotterill
Principal