

March 8, 2021

Attention: Ben Cole

Senior Account Executive, Key Accounts
UnitedHealthcare
150 W. Market Street,
Indianapolis, IN 46204

RE: Letter of Commitment – RFP 21-66211 (Medical TPA, EAP, and Data Warehouse)

Dear Mr. Cole:

The Niche Agency, LLC ("Subcontractor") hereby acknowledges its intent to perform the work described below for UnitedHealthcare Services Inc as a subcontractor under RFP 21-66211.

Subcontractor is listed on the Indiana Department of Administration ("IDOA") Directory of Certified Firms as an MBE. Subcontractor's MBE Bidder ID Number is 0000047444.

The following information describes the work to be performed by Subcontractor:

Description of service or product: Publicity and Marketing Advisory Services, Communications & Wellness

Approximate term of contract: 5 years

Subcontract amount as a percentage of the total bid amount: \$415,000 or 3.6%/ yr

Estimated total dollar amount of contract: \$11.3 million/yr

Sincerely,



Whitley Yates
President/CEO*
The Niche Agency, LLC Inc.
800 N. Capital Ave., Suite 229
Indianapolis, IN 46204

* I am authorized to sign this Letter of Commitment on Subcontractor's behalf.

The Niche Agency, LLC Inc.
800 N. Capital Ave., Suite 229
Indianapolis, IN 46204