

| Task Name |                                                                                                                                                                      | Milestone | Status      | Owner                | Predeces sors | Duration | Start Date | Due Date | Sep    |       |        |        |        | Oct   |        |        |        | Nov   |       |        |        | Dec    |       |        |        |        |  |  |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|----------------------|---------------|----------|------------|----------|--------|-------|--------|--------|--------|-------|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|--|--|
|           |                                                                                                                                                                      |           |             |                      |               |          |            |          | Aug 31 | Sep 7 | Sep 14 | Sep 21 | Sep 28 | Oct 5 | Oct 12 | Oct 19 | Oct 26 | Nov 2 | Nov 9 | Nov 16 | Nov 23 | Nov 30 | Dec 7 | Dec 14 | Dec 21 | Dec 28 |  |  |
| 1         | INTUIT EMEA TRANSITION                                                                                                                                               | ★         | Not Started |                      |               | 70d      | 12/09/25   | 18/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 2         | 0. KICK-OFF & COMMS                                                                                                                                                  | ★         | Not Started |                      |               | 13d      | 12/09/25   | 30/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 3         | Appoint transition team                                                                                                                                              | ★         | Not Started |                      |               | 5d       | 12/09/25   | 18/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 4         | Official confirmation of agency appointment and transition start date                                                                                                | ★         | Not Started | Client Initiative    |               | 1d       | 12/09/25   | 12/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 5         | Identify Initiative transition & workstream leads                                                                                                                    | ☆         | Not Started | Initiative           | 4             | 3d       | 15/09/25   | 17/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 6         | Identify Intuit transition & workstream leadership counterparts                                                                                                      | ☆         | Not Started | Intuit               | 4             | 3d       | 15/09/25   | 17/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 7         | Identify incumbent offboarding contacts for overall transition and for critical specialist areas                                                                     | ☆         | Not Started | Intuit               | 4             | 3d       | 15/09/25   | 17/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 8         | Compile all transition contacts into one contact sheet and publish to transition team                                                                                | ☆         | Not Started | Intuit               | 5SS, 6SS, 7SS | 1d       | 15/09/25   | 15/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 9         | Schedule requirement gathering meetings for each workstream                                                                                                          | ☆         | Not Started | Initiative Intuit    | 5, 6, 7, 8    | 1d       | 18/09/25   | 18/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 10        | Cascade transition plan                                                                                                                                              | ★         | Not Started |                      |               | 3d       | 18/09/25   | 22/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 11        | Schedule a transition kick-off meeting for all workstreams                                                                                                           | ☆         | Not Started | Initiative           | 5, 6, 7       | 1d       | 18/09/25   | 18/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 12        | Distribute the final transition plan and PM workspace to the transition team                                                                                         | ☆         | Not Started | Initiative           | 11            | 1d       | 19/09/25   | 19/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 13        | Meeting: transition kick-off and ways of working overview                                                                                                            | ★         | Not Started | Initiative           | 12            | 1d       | 22/09/25   | 22/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 14        | Finalise transition plan                                                                                                                                             | ★         | Not Started |                      |               | 8d       | 19/09/25   | 30/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 15        | Gather requirements from each workstream                                                                                                                             | ☆         | Not Started | Initiative Intuit    | 9             | 5d       | 19/09/25   | 25/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 16        | Integrate gathered requirements into the transition plan                                                                                                             | ☆         | Not Started | Initiative           | 15            | 2d       | 26/09/25   | 29/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 17        | Transition plan V1.0 finalised and locked                                                                                                                            | ★         | Not Started | Intuit               | 16            | 1d       | 30/09/25   | 30/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 18        | 1. INCUMBENT DATA TRANSFER                                                                                                                                           | ★         | Not Started |                      |               | 37d      | 18/09/25   | 07/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 19        | Request data                                                                                                                                                         | ★         | Not Started |                      |               | 7d       | 18/09/25   | 26/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 20        | Align on data requirements and formulate data checklists                                                                                                             | ☆         | Not Started | Initiative           | 7             | 5d       | 18/09/25   | 24/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 21        | Connect incumbents with agency transition leads                                                                                                                      | ☆         | Not Started | Intuit               | 7             | 5d       | 18/09/25   | 24/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 22        | Distribute data checklists to incumbents                                                                                                                             | ☆         | Not Started | Initiative           | 20            | 2d       | 25/09/25   | 26/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 23        | Review delivered data                                                                                                                                                | ★         | Not Started |                      |               | 30d      | 29/09/25   | 07/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 24        | Incumbents to upload the requested data                                                                                                                              | ★         | Not Started | Incumbent            | 22            | 15d      | 29/09/25   | 17/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 25        | Review data provided by the incumbents                                                                                                                               | ☆         | Not Started | Initiative           | 24            | 10d      | 20/10/25   | 31/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 26        | Conduct a Q&A session with the incumbents, if applicable                                                                                                             | ☆         | Not Started | Incumbent Initiative | 25            | 5d       | 03/11/25   | 07/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 27        | 2. COMMERCIAL& LEGAL                                                                                                                                                 | ★         | Not Started |                      |               | 35d      | 15/09/25   | 31/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 28        | Finalize & sign the MSA                                                                                                                                              | ★         | Not Started |                      |               | 35d      | 15/09/25   | 31/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 29        | Confirm final commercial terms including FTE commitment, fees, payment terms, and performance mechanism as agreed during RFP and incorporate into the MSA/appendices | ☆         | Not Started | Initiative Intuit    | 4             | 15d      | 15/09/25   | 03/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 30        | Finalize and issue the redlined MSA                                                                                                                                  | ☆         | Not Started | Initiative           | 29            | 10d      | 06/10/25   | 17/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 31        | Sign the MSA agreement                                                                                                                                               | ★         | Not Started | Initiative Intuit    | 30            | 10d      | 20/10/25   | 31/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 32        | 3. FINANCIAL SETUP                                                                                                                                                   | ★         | Not Started |                      |               | 51d      | 26/09/25   | 05/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 33        | Set up regional-level financials                                                                                                                                     | ★         | Not Started |                      |               | 31d      | 26/09/25   | 07/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 34        | Exchange financial setup and process requirements                                                                                                                    | ☆         | Not Started | Initiative Intuit    | 15            | 5d       | 26/09/25   | 02/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 35        | Complete the new client form                                                                                                                                         | ☆         | Not Started | Intuit               | 34            | 5d       | 03/10/25   | 09/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 36        | Provide the necessary details to Intuit (new vendor form)                                                                                                            | ☆         | Not Started | Initiative           | 34            | 5d       | 03/10/25   | 09/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 37        | Obtain credit insurance                                                                                                                                              | ☆         | Not Started | Initiative           | 35            | 10d      | 10/10/25   | 23/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 38        | Integrate new client setup into Initiative finance systems                                                                                                           | ☆         | Not Started | Initiative           | 35            | 10d      | 10/10/25   | 23/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 39        | Integrate new vendor setup into Intuit systems                                                                                                                       | ☆         | Not Started | Intuit               | 36            | 10d      | 10/10/25   | 23/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 40        | Establish timesheet codes for all relevant teams and set up resource reporting                                                                                       | ☆         | Not Started | Initiative           | 38            | 10d      | 24/10/25   | 06/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 41        | Gain access to the Intuit Purchase Order (PO) system or set up delivery channel for PO delivery                                                                      | ☆         | Not Started | Intuit               | 39            | 10d      | 24/10/25   | 06/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 42        | Confirm successful financial setup and readiness for invoicing                                                                                                       | ★         | Not Started | Initiative           | 40            | 1d       | 07/11/25   | 07/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 43        | Document finance processes                                                                                                                                           | ★         | Not Started |                      |               | 20d      | 10/11/25   | 05/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 44        | Develop a financial process playbook (assuming one global finance process/system)                                                                                    | ☆         | Not Started | Initiative           | 33            | 15d      | 10/11/25   | 28/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 45        | Deploy financial process playbook                                                                                                                                    | ★         | Not Started | Initiative Intuit    | 44            | 5d       | 01/12/25   | 05/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 46        | 4. STAFFING                                                                                                                                                          | ★         | Not Started |                      |               | 69d      | 15/09/25   | 18/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 47        | Confirm & document staffing                                                                                                                                          | ★         | Not Started |                      |               | 14d      | 15/09/25   | 02/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 48        | Confirm final agreed staffing as per commercial conversations                                                                                                        | ★         | Not Started | Initiative           | 4             | 5d       | 15/09/25   | 19/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 49        | Identify roles for recruitment                                                                                                                                       | ☆         | Not Started | Initiative           | 48            | 3d       | 22/09/25   | 24/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 50        | Document and send team structure (organizational charts & contact list) to Intuit                                                                                    | ☆         | Not Started | Initiative           | 48            | 5d       | 22/09/25   | 26/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |
| 51        | Review and approve team structure documentation                                                                                                                      | ☆         | Not Started | Intuit               | 50            | 3d       | 29/09/25   | 01/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |  |  |



| Task Name                                                                                                                                                               | Milestone | Status      | Owner             | Predeces sors      | Duration | Start Date | Due Date | Sep    |       |        |        | Oct    |       |        |        | Nov    |       |       |        | Dec    |        |       |        |        |        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|-------------------|--------------------|----------|------------|----------|--------|-------|--------|--------|--------|-------|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|
|                                                                                                                                                                         |           |             |                   |                    |          |            |          | Aug 31 | Sep 7 | Sep 14 | Sep 21 | Sep 28 | Oct 5 | Oct 12 | Oct 19 | Oct 26 | Nov 2 | Nov 9 | Nov 16 | Nov 23 | Nov 30 | Dec 7 | Dec 14 | Dec 21 | Dec 28 |
| Determine sharing and collaboration system needs (file sharing, messaging, video conferencing etc)                                                                      | ☆         | Not Started | Initiative Intuit | 2                  | 5d       | 01/10/25   | 07/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Collect information from internal agency and Intuit teams on necessary access to sharing and collaboration systems                                                      | ☆         | Not Started | Initiative        | 106                | 5d       | 08/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Complete the collaboration tool setup, ensuring all necessary access is granted.                                                                                        | ☆         | Not Started | Initiative        | 107                | 10d      | 15/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Collaboration tool setup completed                                                                                                                                      | ★         | Not Started | Initiative        | 107, 108           | 0        | 28/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| 7. DATA, TECH & TOOLS                                                                                                                                                   | ★         | Not Started |                   |                    | 55d      | 01/10/25   | 16/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Discovery                                                                                                                                                               | ★         | Not Started |                   |                    | 20d      | 01/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Review required reporting deliverables (campaign performance, MMM, audience, brand studies, testing framework, etc)                                                     | ☆         | Not Started | Initiative Intuit | 2                  | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Analyse and audit current reporting deliverables (campaign performance, MMM, audience, etc)                                                                             | ☆         | Not Started | Initiative        | 112                | 10d      | 15/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Review existing taxonomy, naming conventions, campaign tracking codes currently in use                                                                                  | ☆         | Not Started | Initiative Intuit | 2                  | 5d       | 01/10/25   | 07/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Review data compliance and privacy guidelines                                                                                                                           | ☆         | Not Started | Initiative Intuit | 2                  | 5d       | 01/10/25   | 07/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Identify any data compliance and privacy considerations                                                                                                                 | ☆         | Not Started | Initiative        | 115                | 1d       | 08/10/25   | 08/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| DTT roadmap definition                                                                                                                                                  | ★         | Not Started |                   |                    | 35d      | 01/10/25   | 18/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Collect requirements for data, reporting, and analytics setup, including existing taxonomies and reporting formats                                                      | ☆         | Not Started | Initiative Intuit | 2                  | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Develop and align on technology roadmap including any required future tool implementation (during and post transition)                                                  | ☆         | Not Started | Initiative Intuit | 118                | 25d      | 15/10/25   | 18/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Identify gaps in current adtech eco systems and determine data, tech and tools fit for purpose                                                                          | ☆         | Not Started | Initiative        | 118, 124           | 5d       | 29/10/25   | 04/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Systems infrastructure setup                                                                                                                                            | ★         | Not Started |                   |                    | 55d      | 01/10/25   | 16/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Outline integration with Salesforce, Adobe, Google, and other existing marketing technology assets.                                                                     | ☆         | Not Started | Intuit            | 2                  | 5d       | 01/10/25   | 07/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Receive access to any applicableIntuit tools/platforms (media authorization, site analytics, BI & reporting platforms, ads ervers, CDP/Cleanroom/DMP, tag managers etc) | ☆         | Not Started | Incumbent Intuit  | 2                  | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Access and audit all available Intuit tools/platforms                                                                                                                   | ☆         | Not Started | Initiative        | 123                | 10d      | 15/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Identify any data compliance and privacy considerations                                                                                                                 | ☆         | Not Started | Initiative Intuit | 123                | 10d      | 15/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Evaluate existing central dashboard/BI visualisation setups/systems                                                                                                     | ☆         | Not Started | Initiative        | 123                | 10d      | 15/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Align on continuous reporting and analysis needs, including cadence and KPIs                                                                                            | ☆         | Not Started | Initiative Intuit | 118                | 5d       | 15/10/25   | 21/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Build and configure global systems infrastructure setup                                                                                                                 | ☆         | Not Started | Intuit            | 124                | 20d      | 29/10/25   | 25/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Construct or modify reporting templates based on global standards                                                                                                       | ☆         | Not Started | Initiative        | 127                | 15d      | 22/10/25   | 11/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Setup and grant access for relevant users to tool/platforms/data sources                                                                                                | ☆         | Not Started | Initiative        | 128                | 15d      | 26/11/25   | 16/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Systems setup completed                                                                                                                                                 | ★         | Not Started | Initiative        | 127, 128, 129, 130 | 0        | 16/12/25   | 16/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Taxonomy alignment                                                                                                                                                      | ★         | Not Started |                   |                    | 40d      | 08/10/25   | 02/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Establish or adapt a new taxonomy considering data structure, hierarchies, sources, reporting formats and needs, data granularity, and tool/systems landscape           | ☆         | Not Started | Initiative Intuit | 114                | 15d      | 08/10/25   | 28/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Decide on a naming convention builder tool to be utilized                                                                                                               | ☆         | Not Started | Initiative Intuit | 133                | 10d      | 29/10/25   | 11/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Setup and Configure Taxonomy builder tool                                                                                                                               | ☆         | Not Started | Initiative        | 134                | 15d      | 12/11/25   | 02/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Define a strategy for mapping historical taxonomy data with new taxonomy                                                                                                | ☆         | Not Started | Initiative Intuit | 133                | 15d      | 29/10/25   | 18/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Document and share the finalized naming convention through training sessions                                                                                            | ☆         | Not Started | Initiative Intuit | 134                | 15d      | 12/11/25   | 02/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Taxonomy setup complete                                                                                                                                                 | ★         | Not Started | Initiative        | 137                | 0        | 02/12/25   | 02/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| 8. BIDDABLE ACTIVATION & ABM                                                                                                                                            | ★         | Not Started |                   |                    | 61d      | 22/09/25   | 15/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Set up Ad Operations                                                                                                                                                    | ★         | Not Started |                   |                    | 45d      | 22/09/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Review and refine the digital transition plan based on channel scope and requirements                                                                                   | ☆         | Not Started | Initiative        | 4FS +5d            | 5d       | 22/09/25   | 26/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Share ad server access or create a new accounts                                                                                                                         | ☆         | Not Started | Initiative Intuit | 141                | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Ensure access or setup of Tag Manager                                                                                                                                   | ☆         | Not Started | Initiative Intuit | 141                | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Ensure access or setup of Web Analytics                                                                                                                                 | ☆         | Not Started | Initiative Intuit | 141                | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Ensure access or setup of DMP                                                                                                                                           | ☆         | Not Started | Initiative Intuit | 141                | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Identify the tagging structure approach and provide guidance                                                                                                            | ☆         | Not Started | Initiative        | 142, 143           | 20d      | 27/10/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Ad operations setup completed                                                                                                                                           | ★         | Not Started | Initiative        | 146                | 0        | 21/11/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Set up Social                                                                                                                                                           | ★         | Not Started |                   |                    | 60d      | 22/09/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Identify central mandates for structure and setup                                                                                                                       | ☆         | Not Started | Initiative        | 4FS +5d            | 5d       | 22/09/25   | 26/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Ensure access or setup of the central Paid Social Media accounts                                                                                                        | ☆         | Not Started | Initiative        | 149                | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Conduct a Q&A to validate Paid Social Media accounts setup, performance, reporting, and analysis needs                                                                  | ☆         | Not Started | Initiative        | 150                | 10d      | 27/10/25   | 07/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |

| Task Name                           |                                                                                                                          | Milestone | Status      | Owner                       | Predecessors                           | Duration | Start Date | Due Date | Sep    |       |        |        | Oct    |       |        |        | Nov    |       |       |        | Dec    |        |       |        |        |        |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------|-------------|-----------------------------|----------------------------------------|----------|------------|----------|--------|-------|--------|--------|--------|-------|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|--------|
|                                     |                                                                                                                          |           |             |                             |                                        |          |            |          | Aug 31 | Sep 7 | Sep 14 | Sep 21 | Sep 28 | Oct 5 | Oct 12 | Oct 19 | Oct 26 | Nov 2 | Nov 9 | Nov 16 | Nov 23 | Nov 30 | Dec 7 | Dec 14 | Dec 21 | Dec 28 |
|                                     | Confirm Paid Social Media accounts account transfer or new account configuration                                         | ☆         | Not Started | Incumbent Initiative Intuit | 151                                    | 10d      | 10/11/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Establish credit lines/billing details for Initiative invoicing on Paid Social Media accounts                            | ☆         | Not Started | Initiative                  | 152                                    | 15d      | 24/11/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Set social strategies and benchmarks                                                                                     | ☆         | Not Started | Initiative                  | 149                                    | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Validate current accounts on other social networks and ensure ownership of past performance data, audiences, and billing | ☆         | Not Started | Initiative                  | 149                                    | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Introduce the team to current platform/vertical representatives with account history                                     | ☆         | Not Started | Initiative Intuit           | 150                                    | 20d      | 27/10/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Social setup completed                                                                                                   | ★         | Not Started | Initiative Intuit           | 156                                    | 0        | 21/11/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Set up PPC                          |                                                                                                                          | ★         | Not Started |                             |                                        | 61d      | 22/09/25   | 15/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Identify central mandates for structure and setup for Google and other platforms                                         | ☆         | Not Started | Initiative                  | 4FS +5d                                | 5d       | 22/09/25   | 26/09/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Ensure access or setup of the central Google Business Manager accounts and other platforms                               | ☆         | Not Started | Initiative                  | 159                                    | 15d      | 29/09/25   | 17/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Ensure access or setup of the Google Business Manager accounts and other platforms                                       | ☆         | Not Started | Initiative                  | 159                                    | 15d      | 29/09/25   | 17/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Arrange read-only access to relevant PPC accounts                                                                        | ☆         | Not Started | Incumbent Initiative Intuit | 159                                    | 5d       | 29/09/25   | 03/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Conduct DXA account audit                                                                                                | ☆         | Not Started | Initiative                  | 162                                    | 10d      | 06/10/25   | 17/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Conduct a Q&A to validate account setup, performance, reporting, and analysis needs                                      | ☆         | Not Started | Initiative                  | 160, 161, 163FF                        | 10d      | 20/10/25   | 31/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Confirm account transfer or new account configuration                                                                    | ☆         | Not Started | Incumbent Initiative Intuit | 164                                    | 15d      | 03/11/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Establish credit lines/billing details for Initiative invoicing with Google and other vendors                            | ☆         | Not Started | Initiative                  | 165                                    | 15d      | 24/11/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Set PPC strategies and benchmarks                                                                                        | ☆         | Not Started | Initiative                  | 159                                    | 20d      | 29/09/25   | 24/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Introduce the team to current platform/vertical representatives with account history                                     | ☆         | Not Started | Initiative                  | 160, 161                               | 20d      | 20/10/25   | 14/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | PPC setup completed                                                                                                      | ★         | Not Started | Initiative Intuit           | 159, 160, 161, 164, 165, 166, 167, 168 | 1d       | 15/12/25   | 15/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Set up Programmatic                 |                                                                                                                          | ★         | Not Started |                             |                                        | 60d      | 22/09/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Identify central mandates for structure and setup, including existing DSPs                                               | ☆         | Not Started | Initiative                  | 4FS +5d                                | 30d      | 22/09/25   | 31/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Ensure access or setup for DSP                                                                                           | ☆         | Not Started | Initiative Intuit           | 171                                    | 15d      | 03/11/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Connect to any existing DMP                                                                                              | ☆         | Not Started | Initiative Intuit           | 171                                    | 15d      | 03/11/25   | 21/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Identify and review any bespoke marketplace deals regarding data and inventory                                           | ☆         | Not Started | Initiative Intuit           | 172                                    | 10d      | 24/11/25   | 05/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Set programmatic benchmarks and KPIs for display, DR, and video                                                          | ☆         | Not Started | Initiative                  | 172                                    | 15d      | 24/11/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Determine the retargeting/remarketing strategy                                                                           | ☆         | Not Started | Initiative                  | 172                                    | 15d      | 24/11/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Connect audience segments with new DSP seats                                                                             | ☆         | Not Started | Initiative                  | 173                                    | 15d      | 24/11/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Programmatic setup completed                                                                                             | ★         | Not Started | Initiative Intuit           | 171, 172, 173, 174, 175, 176, 177      | 0        | 12/12/25   | 12/12/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| ABM Lead Validation Setup           |                                                                                                                          | ★         | Not Started |                             |                                        | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Obtain overview of and access to lead management tool including where relevant Marketing Automation tools                | ☆         | Not Started | Initiative Intuit           | 2                                      | 5d       | 01/10/25   | 07/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Sales Process - breakdown of sales process and sales teams by product                                                    | ☆         | Not Started | Initiative Intuit           | 180                                    | 5d       | 08/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Intuit to share list of approved content syndication partners                                                            | ☆         | Not Started | Initiative Intuit           | 2                                      | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Intuit to share list of approved direct lead gen partners                                                                | ☆         | Not Started | Initiative Intuit           | 2                                      | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Intuit to share list of events and exhibitions                                                                           | ☆         | Not Started | Initiative Intuit           | 2                                      | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Intuit to share list of partners with lead credit programmes                                                             | ☆         | Not Started | Initiative Intuit           | 2                                      | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Sharing and analysis of historic campaign reports                                                                        | ☆         | Not Started | Initiative Intuit           | 2                                      | 10d      | 01/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| 9. REGIONAL MEDIA                   |                                                                                                                          | ★         | Not Started |                             |                                        | 42d      | 01/10/25   | 27/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Existing bookings & deals           |                                                                                                                          | ★         | Not Started |                             |                                        | 12d      | 01/10/25   | 16/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Gather details on existing media bookings/deals to be transferred from incumbent                                         | ☆         | Not Started | Incumbent Initiative Intuit | 2                                      | 7d       | 01/10/25   | 09/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Engage with incumbent and relevant media owners to agree transfer of any bookings/deals                                  | ☆         | Not Started | Initiative Intuit           | 189                                    | 5d       | 10/10/25   | 16/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
| Media owner contacts & negotiations |                                                                                                                          | ★         | Not Started |                             |                                        | 30d      | 17/10/25   | 27/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |
|                                     | Collect list/contacts for key media partners/vendors                                                                     | ☆         | Not Started | Incumbent Initiative        | 188                                    | 10d      | 17/10/25   | 30/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |        |

| Task Name |                                                                                                           | Milestone | Status      | Owner                | Predecessors  | Duration | Start Date | Due Date | Sep    |       |        |        |        | Oct   |        |        |        | Nov   |       |        |        | Dec    |       |        |        |     |
|-----------|-----------------------------------------------------------------------------------------------------------|-----------|-------------|----------------------|---------------|----------|------------|----------|--------|-------|--------|--------|--------|-------|--------|--------|--------|-------|-------|--------|--------|--------|-------|--------|--------|-----|
|           |                                                                                                           |           |             |                      |               |          |            |          | Aug 31 | Sep 7 | Sep 14 | Sep 21 | Sep 28 | Oct 5 | Oct 12 | Oct 19 | Oct 26 | Nov 2 | Nov 9 | Nov 16 | Nov 23 | Nov 30 | Dec 7 | Dec 14 | Dec 21 | Dec |
| 193       | Establish contact with key Intuit media partners and host kick-off meetings                               | ☆         | Not Started | Initiative           | 192           | 10d      | 31/10/25   | 13/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 194       | Review of annual plans/JBPs and discuss course for remainder of the year                                  | ☆         | Not Started | Initiative           | 193           | 10d      | 14/11/25   | 27/11/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 195       | Regional media bookings (direct digital, partnerships, offline etc.)                                      | ★         | Not Started |                      |               | 16d      | 01/10/25   | 22/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 196       | Detailed transition meeting with incumbent agency and channel experts                                     | ☆         | Not Started | Incumbent Initiative | 2             | 1d       | 01/10/25   | 01/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 197       | Handover of relevant documents (contracts, media plans, proof of posting, Tkey visual material list, etc) | ☆         | Not Started | Incumbent            | 196           | 5d       | 02/10/25   | 08/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 198       | Set alert for upcoming bookings under 3 months before breakdate                                           | ☆         | Not Started | Incumbent            | 197           | 1d       | 09/10/25   | 09/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 199       | Communication letter/authorisation letter/handover letter to partners                                     | ★         | Not Started | Intuit               | 2             | 5d       | 01/10/25   | 07/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 200       | Initiative to meet up with all media partners for kick off and introductions                              | ☆         | Not Started | Initiative           | 199           | 10d      | 08/10/25   | 21/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 201       | Set up connection with creative material providers / creative agency                                      | ☆         | Not Started | Initiative           | 199           | 5d       | 08/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 202       | Move advertiser registration from incumbent agency to Initiative                                          | ☆         | Not Started | Initiative           | 199           | 5d       | 08/10/25   | 14/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |
| 203       | Prepare for upcoming bookings                                                                             | ★         | Not Started | Initiative           | 200, 201, 202 | 1d       | 22/10/25   | 22/10/25 |        |       |        |        |        |       |        |        |        |       |       |        |        |        |       |        |        |     |