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LOS CABOS TOURISM BOARD

BANCO SANTANDER MEXICO, SOCIEDAD ANÓNIMA, INSTITUCIÓN DE BANCA MÚLTIPLE,
GRUPO FINANCIERO SANTANDER MEXICO, IN ITS CAPACITY AS FIDUCIARY OF THE
IRREVOCABLE INVESTMENT TRUST, ADMINISTRATION
AND SOURCE OF PAYMENT FOR THE MUNICIPALITY OF LOS CABOS.

ANNEX III ECONOMIC PROPOSAL

**PLANNING AND MEDIA BUYING SERVICES IN INTERNATIONAL MARKETS, FOR THE
DESTINATION LOS CABOS, BAJA CALIFORNIA SUR.**

The investment in a scheduled Action Plan of the actions of planning and purchase of international media, for the destination Los Cabos, Baja California, Sur, which must consider the cost of the following services for the fulfillment of the object of the contract:

1. Pre-contract analysis.
2. Planning.
3. Negotiation.
4. Contracting of Commercial Media Spaces.
5. Business Partners and Cooperative Programs.
6. Execution and Monitoring.
7. Administration, monitoring and verification

The administrative expenses and costs related to the management of the account, such as office equipment, material, telephony, overtime, attendance at meetings, customer visits etc., must be considered in the price of the service, mentioning that **"FITURCA"** will not be obliged to pay the cost of any service that is not duly integrated into the Work Plan or the modifications that are previously agreed and approved by the Contract Administrator appointed by **"FITURCA"**.

The per diems and expenses of the WINNING BIDDER for the performance of the activities planned for the fulfillment of the object of the contract, they must be identified and approved by **"FITURCA"**, and must be considered in the Work Plan, for which a maximum rate per day of per diem will be agreed that must not exceed \$ 450.00 (FOUR HUNDRED AND FIFTY US DOLLARS 00/100 USD) per day or its equivalent in national currency.

For this procedure, the numerical quantities will be to 2 decimal places.

The type of contract that is formalized to the BIDDER that is awarded will be open, in accordance with the provisions of Article 58 of the Law of Acquisitions, Leases and Services of the State of Baja California Sur, the maximum budget is **\$90'000,000.00 (NINETY MILLION PESOS 00/100 M.N.)**, according to the budget estimate approved by the Technical Committee of **"FITURCA"**.

For this purpose, the BIDDERS must present their economic proposal considering a minimum estimated disaggregated budget to carry out the actions and concepts of services to be considered in the Work Plan referred to in the numeral **C.1.** of the **Annex II**, which may not represent an amount

less than 40% of the maximum budget presented in it, without said amount exceeding the maximum budget referred to in the previous paragraph.

The maximum and minimum amounts to be exercised in the contract will be subject to the budgetary availability obtained from the collection of the Tax on the Provision of the Lodging Service in the Municipality of Los Cabos, Baja California Sur in the period of the provision of services and that is approved by the Technical Committee of **"FITURCA"**.

I. FORMAT OF PRESENTATION OF ECONOMIC PROPOSAL. The economic proposal must be integrated in a disaggregated manner the concepts that make up the budget, in Mexican pesos or in the local currency of the country of residence of the Bidder, and the sum of the three concepts must not exceed the maximum budget of the contract approved by the Technical Committee. **"FITURCA"**, the amounts must consider the Value Added Tax (VAT), using the following format:

a) Value of means to be executed:

CONCEPT	MINIMUM BUDGET
Budget allocated to Contracting of Commercial Spaces of Traditional and Non-Traditional Advertising Media. (Expressed in amounts in Mexican Pesos)	
Budget for the execution of cooperative program campaigns with commercial partners (Expressed in amount in Mexican Pesos)	
TOTAL	

Note: For the purposes of valuation of economic proposals, **"FITURCA"** will consider the exchange rate published by Banco México in the Official Gazette of the Federation of the day prior to the day on which they were presented.

b) Value of fees:

CONCEPT	PERCENTAGE
Fees, commissions and representation expenses by services of Pre-contracting Analysis, Planning, Negotiation, , Administration, follow-up and verification, Execution and Monitoring (Expressed in percentage)	____%

II. CRITERION OF ALLOCATION OF POINTS ECONOMIC PROPOSAL.

II.I BUDGET FOR MEDIA ADVERTISING. 40 points will be allocated for the proposal whose combined minimum budgets in contracting of Commercial Spaces of Media and Commercial Partners and Cooperative Programs is the highest with respect to the other proposals presented by the bidders.

For other economic proposals, the points corresponding to the budget for advertising in the media will be allocated according to the following formula:

$$\text{PPEPUB} = \text{MPub} \times 40 / \text{MPi}.$$

Where:

PPEPUB = Score or percentage units that correspond to the Budget Proposal for Media Advertising.

MPub = Highest advertising budget amount.

MPi = Amount of the i-th Economic Proposal (average of the total economic proposals that were subject to evaluation).

II. REPRESENTATION FEES AND EXPENSES. An additional 10 points will be allocated for the proposal whose fees and representation expenses together represent the lowest percentage compared to the other proposals submitted by the BIDDERS.

For other economic proposals, the points will be allocated according to the following formula:

$$\text{PPEH} = \text{MHon} \times 10 / \text{MPi}.$$

Where:

PPEH = Score or percentage units that correspond to the Economic Proposal of Fees and Representation Expenses.

MHon = Amount of the lowest economic proposal.

MPi = Amount of the i-th Economic Proposal (average of the total economic proposals that were subject to evaluation).

To calculate the final result of the score or percentage units obtained by the economic proposal, the convener will apply the following formula:

$$\text{PPE} = \text{PPEPUB} + \text{PPEH}$$

Where:

PPEPUB = Score or percentage units that correspond to the Budget Proposal for Media Advertising.

PPEH = Score or percentage units that correspond to the Economic Proposal of Fees and Representation Expenses.

EPP = Score or percentage units assigned to the Economic Proposal.

To calculate the final result of the score or percentage units obtained by each proposal, the convener will apply the following formula:

$$PT_j = TPT + PPE \quad \text{For all } j = 1, 2, \dots, n$$

Where:

PT_j = Total percentage unit(s) of the proposition;

TPT = Total Score or percentage units assigned to the Technical proposal;

EPP = Score or percentage units assigned to the Economic Proposal; and

The subscript "j" represents the other propositions determined as solvents as a result of the evaluation.

Headings:

"FITURCA"

Cabo San Lucas, Baja California Sur, Mexico, on the 8th day of April 2022.

ARQ. RODRIGO ESPONDA CASCAJARES

Director General of the
Los Cabos Tourism Trust F/2110602-0

SCI. MAURICIO DE JESÚS PÉREZ SALICRUP

Secretary of the Technical Committee of the
Los Cabos Tourism Trust F/2110602-0