

Statement of Work

NATIONAL is comprised of consultants who have deep expertise across several practice areas including issues mitigation, reputation management, employee engagement, and media relations. Our approach to building effective cyber strategies is based on getting to know the needs and goals of our clients, and then leveraging our skills, tools, and capabilities to achieve success.

NATIONAL can immediately activate our network of crisis communications experts to build the capacity of organizations navigating cyber incidents. We can provide experienced staff able to manage all crisis components and complement your organization’s internal resources.

Service offerings during the **response phase** of a crisis could include:

- [REDACTED]
- Strategic counsel and communications planning s. 39(1)
- Media relations and coaching
- [REDACTED]
- Traditional and social media monitoring and issues analysis [REDACTED]
- Working with cyber response team, IT, breach coach (legal counsel), and client, to plan and respond to the cyber incident
- Active participation in planning, restoration, and recovery meetings
- Executional support on internal and external communications including:
 - Writing internal and external communications (English and French)
 - Strategic communications planning
 - Project management
 - Web content (if required)
 - Material development (for internal presentations, external)
 - Media training and coaching
- Media relations preparedness and management

**NATIONAL's monitoring services are governed by the Copyright Act (R.S.C. 1985, c. C-42) and by our contractual obligations related to specialized platforms and content distribution.*

[REDACTED]

s. 39(1)

Preferred Vendor Rates

Clients have full access to senior counsel with support from a team that ensures a cost-effective approach. NATIONAL’s size and cross-country presence means we can mobilize a rapid response team quickly to support. Our preferred vendor rates, are as follows:

ROLE	HOURLY RATE
Senior Vice-President	[REDACTED] s. 39(1)
Vice-President	
Director	
Senior Consultant	
Coordinator	

CONFIDENTIALITY AGREEMENT

Between: **Norton Rose Fulbright Canada LLP**
Memorial University of Newfoundland (MUN)

And: **NATIONAL Public Relations**

Each of **Norton Rose Fulbright Canada LLP, Memorial University of Newfoundland (MUN), and NATIONAL Public Relations** has agreed to give the other access to confidential information. The purpose of this Agreement is to set out the terms in which the confidential information will be provided by the parties. When used herein, "Information" includes all non-public information provided by one party (the "Divulging Party") to the other (the "Beneficiary"), together with analysis, reviews, audits, compilations, forecasts, reports, studies or other documents prepared by the Beneficiary, its directors, officers, employees, agents or other representatives (including lawyers, accountants, and financial advisers) (hereinafter referred to as the "Representatives") which contain or otherwise reflect such information, but excludes such portions of the information which (i) are or became generally known or available to the public other than as a result of a disclosure by Beneficiary or its Representatives or (ii) was rightfully in possession of the Beneficiary following a disclosure by the Divulging Party, prior to the date of this document, other than by reason of a prior confidential disclosure by the Divulging Party of its Representatives.

The Information will be kept strictly confidential and shall not, without the prior written consent of The Divulging Party, be disclosed by the Beneficiary, or by its Representatives, in any manner whatsoever, and shall not be used by the Beneficiary or by its Representatives, other than in connection with the project undertaken. This agreement shall be governed by and construed in accordance with the Laws of the Province of Newfoundland and Labrador. The parties accept the above terms of agreement (December 2023):

NATIONAL Public Relations:

Name: Karen White



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December 30, 2023

Date

Norton Rose Fulbright Canada LLP

Name:



Date

Memorial University of Newfoundland:

Name:

Date