

SELECTION PROCESS OF STRATEGIC ALLIES FOR JOINT ADVERTISING CAMPAIGNS ABROAD

No. VA-001-2024/PROMPERÚ-DT-STR

1. RECITALS

The main aim of the Directorate of Tourism Promotion of the *Comisión de Promoción del Perú para la Exportación y el Turismo* [Commission for the Promotion of Peru for Exports and Tourism] – PROMPERÚ is, in terms of inbound tourism, to effectively contribute to the sustained and decentralized growth of foreign exchange generated by tourism and the flow of foreign tourists.

In order to achieve this objective, the strategy employed is the development of joint advertising campaigns and/or complementary activities to encourage the promotion and/or commercialization of Peru as a tourist destination abroad, with international airlines, as well as with consortia between two international airlines, or between an international airline and a wholesale tour operator, tour operator or travel agency, both physical and online (OTA-Online Travel Agency), through strategic alliances.

The purpose of these campaigns is to encourage a specific target audience to travel to Peru by promoting a diversified offer of airline tickets from cities that are sources of international tourists to Peru.

To this end, PROMPERÚ will carry out a selection process under the "open window" modality, in which the submission period for proposals will be open according to the deadline established in section 9.3 of these bidding conditions.

The evaluation is individual and is carried out in the same order in which the proposals are received. This process is defined, regulated and conducted under these Bidding Conditions.

2. GENERAL OBJECTIVE

To encourage the promotion and/or commercialization of Peru as a tourist destination abroad, through strategic alliances for the execution of joint advertising campaigns and/or complementary activities, including a "call to action", with international airlines, as well as with consortia between two international airlines, or between an international airline and a wholesale tour operator, tour operator or travel agency, both physical and online (OTA-Online Travel Agency).

2.1. Specific objectives

- 2.1.1. To promote Peru's tourist destinations based on a diversified offer of airline tickets.
- 2.1.2. To boost international air connectivity to Peru.
- 2.1.3. To promote the mobilization of international tourists to Peru.
- 2.1.4. To strengthen the image and positioning of Peru as a tourist destination abroad.

3. PARTICIPANTS

- 3.1. International airlines (traditional and low cost) and consortia between two international airlines, or between an international airline and a wholesale tour operator, tour operator or travel agency, both physical and online (OTA-Online Travel Agency), that are duly

organized and not domiciled in Peru and have a presence abroad and the basic marketing and/or promotion media (web, direct sales offices, etc.), may participate individually in strategic allies selection processes, under the following terms:

Individually

3.1.1. International airlines that meet the following requirements:

- a) To have their own presence in the proposed target market, as well as direct connectivity or with a maximum of one (1) connection with Peru as a final destination, from the target market that is part of their proposal, which may be operated through a codeshare agreement
- b) To have aircraft with a transport capacity equal to or greater than one hundred (100) seats.
- c) To have a load factor (occupancy rate) equal to or greater than sixty-five percent (65%) on flights with Peru as a final destination, from the target market that is part of their proposal. Airlines with less than one (1) year of operation with routes to Peru are exempted from this requirement.

In a consortium, between two international airlines

3.1.2. International airlines that meet the requirements of paragraphs a), b) and c) established in section 3.1.1. of these bidding conditions.

In a consortium, an international airline with a wholesale tour operator, tour operator or travel agency, both physical and online (OTA - Online Travel Agency)

3.1.3. A wholesale tour operator, tour operator or travel agency, both physical and online (OTA-Online Travel Agency) with a minimum experience of three (3) years in promoting outbound tourism to Peru.

3.1.4. International airlines that meet the requirements of paragraphs a), b) and c) established in section 3.1.1. of these bidding conditions.

3.2. Participation in a consortium does not involve creating a different legal entity. To this end, it will be necessary to prove the existence of the Consortium by submitting a formal consortium commitment according to Annex No. 2 of these bidding conditions.

Each of the parties that make up the consortium will be jointly and severally liable to PROMPERÚ for all consequences arising from their individual and/or joint participation in the consortium, either during the selection process or during the performance of the international strategic alliance agreement derived therefrom. The parties must appoint a common representative of the consortium, who must have ample and sufficient powers to act in the name and on behalf thereof, in all acts related to the selection process, execution and performance of the international strategic alliance agreement.

The participation of each of the companies that make up the consortium is subject to the conditions set forth in the foregoing section.

4. INVESTMENT AMOUNT

4.1. The amount to be invested by PROMPERÚ in a strategic alliance with an international airline will not exceed seventy percent (70%) of the total alliance amount, with PROMPERÚ's investment being greater than or equal to Fifty thousand US dollars (USD

\$50,000.00), and not exceeding Three hundred and fifty thousand US dollars (USD \$350,000.00).

In the case of a strategic alliance with an international airline in consortium with another international airline or with a wholesale tour operator, tour operator or travel agency, both physical and online (OTA-Online Travel Agency), the amount to be invested by PROMPERÚ will not exceed forty percent (40%) of the total alliance amount, with PROMPERÚ's investment being greater than or equal to Fifty thousand US dollars (USD \$50,000.00), and not exceeding Three hundred and fifty thousand US dollars (USD \$350,000.00).

- 4.2. The maximum amount to be invested by PROMPERÚ in each alliance will depend on the results of the proposal evaluation and the budget available to PROMPERÚ for this purpose.
- 4.3. The amount assumed by PROMPERÚ will be paid to the ally after the approved actions have been executed and according to the procedure outlined in section 13 of these bidding conditions. Money in cash will not be handed over to the ally under any circumstances.
- 4.4. The strategic alliance will be non-exclusive.

5. TECHNICAL AND FINANCIAL PROPOSAL

Proposals must consider Peru as the final destination, and exceptionally, a maximum of one (1) connection will be allowed. However, the promotion will be exclusive to Peru as a destination.

The scope of the proposal may be at a multi-market level (more than one market).

The airline or consortium, hereinafter referred to as the company, will prepare its proposal using the "Technical and financial proposal" form included in Annex No. 3 to these bidding conditions, taking into account the following:

5.1. Advertising actions

5.1.1. It is recommended to consider the following actions:

- a) Television
- b) Radio
- c) Press (newspapers, magazines and/or other printed media)
- d) Digital
- e) Outdoor and Indoor
- f) Movies

The amounts must be indicated individually, so that the cost for each item can be identified.

5.1.2. The proposal must consider expenses for design, creativity, production, media placement, commissions, central fees, central monitoring if applicable, or other related expenses. These expenses must be included in the costs of each item.

5.1.3. In the event that the company plans to use its own media in its proposal, it must demonstrate qualitatively and quantitatively the audience it possesses, as well as the advantages of advertising on its own platforms.

- 5.1.4. Organic advertising actions on social media that do not involve advertising investment on the platforms must be considered as bonuses in the technical and financial proposal and adhere to the same graphic line of the campaign.
- 5.1.5. All actions granted as bonuses must be previously reviewed and approved by the Executive Officer of the Strategic Alliances Department of the Sub-Directorate of Inbound Tourism Promotion (STR, for its acronym in Spanish), which will become part of the cooperative campaign plan to be executed.
- 5.2. Complementary actions

5.2.1. It is recommended to consider the following actions:

- a) Fam trips
- b) Press tours
- c) Blogger trips
- d) Influencer trips

5.2.2. Fam trips

The participating company must indicate in its technical and financial proposal the number of trips to be made, specifying the destinations to be visited and the purpose of the trip.

The list and profile of guests such as operators and travel agents must be proposed by the participating company and validated and approved by PROMPERÚ.

No guest will be asked to make any monetary contribution for their participation in the trip. Similarly, the execution of the travel itinerary will be for the guests, who will not be able to share the trip with other groups.

Once the list of guests has been approved by PROMPERÚ, the ally will issue the appropriate invitations.

Only one representative designated by PROMPERÚ and one representative designated by the ally will join the trip and will be included in the entire travel itinerary.

All expenses necessary for the proper execution of the trip must be included in the technical and financial proposal, including the expenses of PROMPERÚ's and the ally's representatives.

Travel itineraries will be proposed by the strategic ally and validated and approved by PROMPERÚ. It is mandatory to include inspections of hotels and other services.

During the execution stage, the following deadlines must be considered for the submission of information to be validated and approved by PROMPERÚ:

Information to be sent to PROMPERÚ	Deadline (Calendar days, prior to the activity)
Itineraries of proposed trips	45
List and profile of potential guests	40

Invitations	30
Trip details (final itinerary, insurance, airline tickets, meals, contact details, etc.)	20

The cost of the trip must include the following concepts:

- International and domestic flights and all internal transfers (including those of PROMPERÚ's representative).
- Lodging (for fam trips it must be quoted based on 4* or 5* hotels or lodges (for jungle destinations)); only single rooms will be considered and these must have WiFi internet service¹.
- Full meals for participants (breakfasts, lunches and dinners, including non-alcoholic beverages). Special attention must be paid to the selection of restaurants and menus during the itinerary, since PROMPERÚ's priority is to promote Peruvian gastronomy as one of the values of the destination.
- Bottled water for each passenger throughout the entire duration of the trip.
- National taxes for the itinerary and, if not included in the airline ticket, the international and domestic Unified Airport Usage Fee (TUUA, for its acronym in Spanish) (airport tax).
- Admission passes or entrance tickets to all the monuments and attractions on the itinerary.
- Guides during all visits, who must have full knowledge of the proposed itinerary and have a perfect command of the language of the strategic ally's country of origin.
- The tour conductor must be a representative of the strategic ally, responsible for all operational activities. The tour conductor will have a permanent communication system.
- Travel insurance for all participants, including the PROMPERÚ's representative.

PROMPERÚ will not cover expenses for bar, laundry service or telephone calls.

The technical and financial proposal must include the costs of all the services described above. However, if during the campaign execution, the ally receives any courtesy (airline tickets, lodging, meals or other), they must inform PROMPERÚ about it via email prior to the trip execution. Moreover, in the Activity and Expense Report (Annex No. 6 to these bidding conditions), the financial value of the courtesies obtained must be deducted from the activity's investment amount.

If the company does not have a local counterpart established for the operation of the press tours and Blogger, and/or Influencer trips, it may propose to PROMPERÚ a specialized operator in the market where the alliance is to be executed, that is a member of the *Asociación Peruana de Tour Operadores* [Peruvian Association of Tour Operators] – APOTUR, the *Asociación de Operadores de Turismo Receptivo del Perú* [Association of Inbound Tourism Operators of Peru] - ASOTUR, the *Asociación Peruana de Agencias de Viajes y Turismo* [Peruvian Association of Travel and Tourism Agencies] - APAVIT, the

¹ Should WiFi in the rooms have an extra cost at the accommodation, this must be included in the activity budget.

Asociación Peruana de Turismo de Aventura y Ecoturismo [Peruvian Association of Adventure Tourism and Ecotourism] – APTAE, the *Cámara Nacional de Turismo del Perú* [National Chamber of Tourism of Peru] – CANATUR, or the like. PROMPERÚ must validate and approve this proposal.

The ally must keep a record of the activity carried out (database, photos, video, etc.) and apply the survey to be provided by PROMPERÚ in order to submit the appropriate evidence for payment purposes, as indicated in paragraph d) of section 13.1. of these bidding conditions.

If a fam trip is scheduled as a free bonus activity, it must meet all the requirements indicated in this section.

All activities must be properly detailed by the strategic ally, and validated and approved by PROMPERÚ.

5.2.3. Press tours, Blogger trips and/or Influencer trips

The participating company must indicate in its technical and financial proposal the number of trips to be made, specifying the destinations to be visited and the purpose of the trip.

The list and profile of guests must be proposed by the participating company, and validated and approved by PROMPERÚ.

Prior to the execution of the press tour, the ally must send PROMPERÚ for evaluation, via email, a presentation detailing the complementary action, indicating the participants and the media outlet they represent. For each media outlet where the publication is to be made, the following information must be provided: the name of the program and/or magazine/blog/social media account, media outlet website, print run/circulation, readers/viewers/followers, reach (regions and/or countries of distribution), cost of advertising (as the case may be, per second, minute, page, story, post, etc.), frequency of publication, marketing and distribution (direct sale, subscription, free distribution), and a list of other publications made by the media outlet, as appropriate. Additionally, information about the press tour is required in terms of the purpose of the story, itinerary, tentative date of publication and/or airing (within six (6) months after the trip), and details of the equipment entering the country (number of pieces, name of the equipment, model, value in US dollars).

Furthermore, prior to the execution of the Blogger and/or Influencer trip, the ally must send PROMPERÚ for evaluation, via email, a presentation with the details of the complementary action indicating the proposed participants with the information about their accounts on different digital platforms: followers/visits by country, interaction rate, interactions, views, reach and average impressions by social media platform, as well as the number of guaranteed publications on different platforms. It must include the proposed itinerary and projected results.

Similarly, in any of the cases, whenever any modification to the original proposal is required, prior to the execution of the activity, the ally must update the appropriate metrics of its technical and financial proposal through the "Proposed reprogramming and modifications to the cooperative campaign plan" form (Annex No. 5 to these bidding conditions), respecting the conditions established in section 11.6. Approval of participants is subject to receipt of such information.

No guest will be asked to make any monetary contribution for their participation in the trip. Similarly, the execution of the travel itinerary will be for the guests, who will not be able to share the trip with other groups.

Once the list of guests has been approved by PROMPERÚ, the ally will issue the appropriate invitations.

Only one representative designated by PROMPERÚ and one representative designated by the ally will join the trip and will be included in the entire travel itinerary.

All expenses necessary for the proper execution of the trip must be included in the technical and financial proposal, including the expenses of PROMPERÚ's and the ally's representatives.

Travel itineraries will be proposed by the strategic ally and validated and approved by PROMPERÚ.

During the execution stage, the following deadlines must be considered for the submission of information to be validated and approved by PROMPERÚ:

Information to be sent to PROMPERÚ	Deadline (Calendar days, prior to the activity)
List and profile of potential guests	60
Presentation with details of the complementary action	50
Invitations	30
Trip details (final itinerary, insurance, airline tickets, meals, contact details, etc.).	25

The cost of the trip must include the following concepts:

- International and domestic flights and all internal transfers (including those of PROMPERÚ's representative).
- Lodging (depending on the travel experience to be promoted, must be quoted based on 4* or 5* hotels or lodges (for jungle destinations); only single rooms will be considered and these must have WiFi internet service².
- Full meals for participants (breakfasts, lunches and dinners, including non-alcoholic beverages). Special attention must be paid to the selection of restaurants and menus during the itinerary, since PROMPERÚ's priority is to promote Peruvian gastronomy as one of the values of the destination.
- Bottled water for each passenger throughout the entire duration of the trip.
- National taxes for the itinerary and, if not included in the airline ticket, the international and domestic Unified Airport Usage Fee (TUUA, for its acronym in Spanish) (airport tax).
- Admission passes or entrance tickets to all the monuments and attractions on the itinerary.

² Should WiFi in the rooms have an extra cost at the accommodation, this must be included in the activity budget.

- Guides during all visits, who must have full knowledge of the proposed itinerary and have a perfect command of the language of the strategic ally's country of origin.
- The tour conductor must be a representative of the strategic ally, responsible for all operational activities. The tour conductor will have a permanent communication system.
- Travel insurance for all participants, including PROMPERÚ's representative.

PROMPERÚ will not cover expenses for bar, alcoholic beverages, laundry service or telephone calls.

The technical and financial proposal must include the costs of all the services described above. However, if during the campaign execution, the ally receives any courtesy (airline tickets, lodging or other), they must inform PROMPERÚ about it via email prior to the trip execution. Moreover, in the Activity and Expense Report (Annex No. 6 to these bidding conditions), the financial value of the courtesies obtained must be deducted from the activity's investment amount.

If the company does not have a local counterpart established for the operation of the press tours and Blogger, and/or Influencer trips, it may propose to PROMPERÚ a specialized operator in the market where the alliance is to be executed, that is a member of the *Asociación Peruana de Tour Operadores* [Peruvian Association of Tour Operators] – APOTUR, the *Asociación de Operadores de Turismo Receptivo del Perú* [Association of Inbound Tourism Operators of Peru] - ASOTUR, the *Asociación Peruana de Agencias de Viajes y Turismo* [Peruvian Association of Travel and Tourism Agencies] - APAVIT, the *Asociación Peruana de Turismo de Aventura y Ecoturismo* [Peruvian Association of Adventure Tourism and Ecotourism] - APTAE, the *Cámara Nacional de Turismo del Perú* [National Chamber of Tourism of Peru] – CANATUR, or the like. PROMPERÚ must validate and approve this proposal.

In the case of press tours, the strategic ally must arrange for the necessary permits and payments for the entry of equipment and/or media coverage in the places to be visited.

The ally must keep a record of the activity carried out in order to submit the appropriate evidence for payment purposes, as indicated in paragraph d) of section 13.1. of these bidding conditions.

In the event that a press tour and Blogger and/or Influencer trip is scheduled as a free bonus activity, it must meet all the requirements indicated in this section.

All activities must be properly detailed by the strategic ally, and validated and approved by PROMPERÚ.

6. EXECUTION HORIZON

The execution horizon of the proposed joint advertising campaign and/or complementary activities must not be less than three (3) months. Moreover, it must start on July 2024 and continue until June 2025 . Said period will encompass the total execution of the actions defined in the technical and financial proposal (Annex No. 3 to these bidding conditions), which includes the minimum period required for PROMPERÚ's approval of the graphic and/or audiovisual pieces, invitations and other artwork required to execute the actions.

7. CREATIVITY GUIDELINES

- 7.1. The campaign and each of its elements must adhere to the graphic guidelines and use of the Peru Country Brand and will focus on the strengths of the tourist destination to be promoted, as well as a call to action, whenever possible. Call to action is understood as an advertising element, the purpose of which is to motivate a specific target audience to perform a specific act at any stage of the travel decision-making process. Generally, it takes the form of an instruction or directive that seeks to trigger the participation of the target audience, such as 'Find out more', 'Watch this video', 'Explore our offers', 'Visit this website', 'Click here', 'Book now', 'Share with your friends', 'Subscribe for more information', among other examples.
- 7.2. PROMPERÚ will provide the authorized graphic material of its property, as well as the guidelines for the use of the Peru Country Brand, for the preparation of the graphic and/or audiovisual pieces of the cooperative campaign. The term of the authorization to use the Peru Country Brand is the same as the campaign execution term established in the approved technical and financial proposal. In no case may the term of such authorization exceed two (2) years from the execution date of the agreement.
- 7.3. All graphic and/or audiovisual pieces must be in full color and must necessarily bear the Peru Country Brand.
- 7.4. Should the counterpart have any guidelines where the graphic and/or audiovisual pieces cannot be in full color and/or the Peru Country Brand cannot be present in the graphic and/or audiovisual pieces of its branding, the ally must request an exemption from PROMPERÚ. In such case, the Office of Image and Country Brand Strategy (OEIM) will be responsible for approving or denying the aforementioned request.
- 7.5. The strategic ally will be responsible for the preparation and design of the graphic and/or audiovisual pieces, invitations and other required artwork. They must be sent to PROMPERÚ for approval, via email, no less than seven (7) business days prior to the deadline for delivery to the media outlet. Similarly, PROMPERÚ will send its approval or observations to the proposal within five (5) business days following its receipt.
- 7.6. PROMPERÚ will approve, following the execution of the cooperative campaign plan, all graphic and/or audiovisual pieces designed for it. Similarly, in case of adjustments made to the prices or rates of package tours/airline tickets, as long as this does not involve changes in other elements of the design of the previously approved graphic and/or audiovisual pieces, it will not be necessary to reapply for approval of said material.
- 7.7. The expenses for actions that do not have PROMPERÚ's approval will not be paid to the ally.
- 7.8. If graphic and/or audiovisual pieces are produced as bonuses, they must meet all the requirements indicated in this section.

8. TARGET MARKET SEGMENT

Market:	Germany, Argentina, Australia, Brazil, Canada, Chile, China, Colombia, South Korea, Ecuador, Spain, the United States, France, India, Italy, Japan, Mexico, the Netherlands, the United Kingdom.
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<p>Prioritized cities:*</p>	<p>Germany: Hamburg, Munich; Argentina: Buenos Aires, Cordoba, Mendoza, Salta; Australia: Sydney, Melbourne; Brazil: Brasilia, Porto Alegre, Rio de Janeiro, São Paulo; Canada: Toronto, Vancouver, Montreal; Chile: Santiago de Chile. Border: Arica, Parinacota, Tarapacá, Antofagasta; China: Shanghai, Beijing, Shenzhen, Guangzhou, Chengdu, Hangzhou, Chongqing, Xi'an, Suzhou, Wuhan, Nanjing, Tianjin, Zhengzhou, Changsha, Dongguan, Foshan, Ningbo, Qingdao, Shenyang; Colombia: Bogota, Cali, Medellin, Cartagena; South Korea: Seoul; Ecuador: Quito and Guayaquil. Border: Guayaquil, Cuenca, Loja, Machala; Spain: Madrid, Barcelona; United States: New York, Los Angeles, Miami, Atlanta; India: Delhi, Mumbai; France: Paris, Lyon; Italy: Rome, Milan; Japan: Tokyo, Yokohama, Nagoya; Mexico: Mexico City, Guadalajara, Monterrey; Netherlands: Amsterdam; United Kingdom: London.</p>
<p>Target Audience:</p>	<p>Germany: Men and Women 21-65 upper and medium upper socioeconomic level; Argentina: Men and Women 21-44 high and medium high socioeconomic level; Australia: Men and Women 25-57 upper and upper-middle socioeconomic level; Brazil: Men and Women 21-44 upper and medium upper socioeconomic level; Canada: Men and Women 21-34, Men and Women 57+ upper and upper-middle socioeconomic level; Chile: Men and Women 21-44 high and medium-high socioeconomic level; China: Men and Women 21-44 upper and medium upper socioeconomic level; Colombia: Men and Women 21-54 high and medium high socioeconomic level; South Korea: Men and Women 21-44 upper and upper-middle socioeconomic level; Ecuador: Men and Women 21-54 high and medium high socioeconomic level; Spain: Men and Women 21-65 high and medium-high socioeconomic level; United States: Men and Women 21-55 upper and upper-middle socioeconomic level; India: Men and Women 21-65 upper and medium upper socioeconomic level; France: Men and Women 21-65 upper and medium upper socioeconomic level; Italy: Men and Women 21-65 upper and medium upper socioeconomic level; Japan: Men and Women 21-44 upper and medium upper socioeconomic level; Mexico: Men and Women 25-54 high and medium high socioeconomic level; Netherlands: Men and Women 21-65 upper and upper-middle socioeconomic level; United Kingdom:</p>

	Men and Women 30-40, Men and Women 45+ upper and upper-middle socioeconomic level.
Prioritized segments:	<p>Germany: Adventure, Culture, Nature, Community; Argentina: Adventure, Culture, Unique Experiences, Gastronomy, Nature; Australia: Adventure, Culture, Gastronomy, Luxury, Nature; Brazil: High Range, Adventure, Nature, Gastronomy, Culture; Canada: Adventure, Unique Experiences, Nature; Chile: Adventure, Culture, Unique Experiences, Gastronomy, Nature; China: Culture, Luxury, Nature; Colombia: Adventure, Culture, Gastronomy, Nature; South Korea: Adventure, Culture, Gastronomy; Ecuador: Culture, Gastronomy, Nature Border: Culture, Gastronomy, Nature, Sun and Beach; Spain: Adventure, Community, Culture, Nature; United States: Adventure, Culture, Unique Experiences, Nature; India: Culture, Nature, Luxury, Gastronomy; France: Adventure, Community, Culture, Nature; Italy: Adventure, Community, Culture, Nature; Japan: Adventure, Gastronomy, Culture; Mexico: High Range, Culture, Nature, Unique Experiences, Gastronomy; Netherlands: Adventure, Community, Culture, Nature; United Kingdom: Adventure, Culture, Unique Experiences, Nature.</p>
Prioritized regions of Peru:	<p>Germany: Amazonas, Áncash, Arequipa, Cusco, Ica, La Libertad, Lambayeque, Loreto, Madre de Dios, Puno and Lima; Argentina: Arequipa, Amazonas, Cusco, Ica, La Libertad, Lambayeque, Lima, Loreto, Piura, Puno and Tumbes; Australia: Lima, Ica, Arequipa, Cusco, Puno, Madre de Dios, Loreto, Amazonas, Áncash; Brazil: Lima, Cusco, Áncash, Arequipa, Puno, Madre de Dios, Ica, La Libertad, Lambayeque; Canada: Lima, Cusco, Amazonas, Madre de Dios, Arequipa, Ica; Chile: Amazonas, Arequipa, Cusco, Ica, Lambayeque, La Libertad, Lima, Loreto, Madre de Dios, Moquegua, Piura, Puno, San Martín, Tacna, Tumbes; China: Lima, Ica, Arequipa, Cusco, Puno, Loreto, Madre de Dios; Colombia: Lima, Cusco, Arequipa, Puno, Ica; South Korea: Lima, Ica, Arequipa, Cusco, Puno, Loreto, Madre de Dios; Ecuador: AIJCH: Lima, Ica, Cusco, Arequipa, Puno; Spain: Lima, Ica, Arequipa, Cusco, Puno, Loreto, Madre de Dios, Amazonas, Áncash, La Libertad, Lambayeque; United States: Lima, Cusco, Loreto, Puno, Madre de Dios, Arequipa, Ica; France: Lima, Ica, Arequipa, Cusco, Puno, Loreto, Madre de Dios, Amazonas, Áncash, La Libertad, Lambayeque; India: Lima, Ica, Arequipa, Cusco, Puno, Loreto, Madre de Dios; Italy: Lima, Ica, Arequipa, Cusco, Puno, Loreto, Madre de Dios, Amazonas, Áncash, La Libertad,</p>

	Lambayeque; Japan: Lima, Ica, Arequipa, Cusco, Puno, Madre de Dios, Loreto; Mexico: Arequipa, Amazonas, Ica, Cusco, Puno, Loreto, Lima, Madre de Dios; Netherlands: Lima, Ica, Arequipa, Cusco, Puno, Loreto, Madre de Dios, Amazonas, Áncash, La Libertad, Lambayeque; United Kingdom: Lima, Cusco, Loreto, Puno, Madre de Dios, Arequipa, Ica.
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*Proposals may be admitted that include cities other than those mentioned that have flights with a maximum of one (1) connection to Peru, provided that said proposals have due support and justification.

9. STAGES OF THE SELECTION PROCESS

The selection process will be conducted by an ad hoc Technical Selection Committee and will be carried out as follows:

9.1. Call for bids

The call will be made through PROMPERÚ's institutional website, where access to the electronic form "Participant Registration": <https://alianzasestrategicas.peru.travel/en/current-calls> will be available.

Moreover, the Sub-Directorate of Inbound Tourism Promotion, through the Strategic Alliances Department, may simultaneously send direct invitations to potential participating companies operating in the markets prioritized by PROMPERÚ, as well as to the *Asociación de Empresas de Transporte Aéreo Internacional* [Association of International Air Transport Companies] (AETAI) and the International Air Transport Association (IATA).

Companies interested in participating in the process must register through said form. Registration can be done from the day the call is published. In the case of proposals submitted by a consortium, it will be sufficient to register one (1) of its members.

Once the registration is completed, the participating company or consortium will receive an email containing the link to download the process bidding conditions.

Participation in this process is voluntary, free of charge and requires prior registration.

The submission of the proposal implies full and unconditional acceptance of these Bidding Conditions.

9.2. Queries on the bidding conditions and answer to queries

Questions regarding the content of the selection process bidding conditions must be sent via email to the following address: sapaerolineas@promperu.gob.pe.

Queries made through a channel other than that indicated in the foregoing paragraph will not be accepted.

The Committee will answer the queries within a maximum period of three (3) business days from their receipt. The responses will be sent to the company that submitted the queries to the email address provided in the "Participant Registration" electronic form.

If, as a result of answering the queries, it is necessary to correct, clarify or amend the bidding conditions, they will be published on the website indicated in section 9.1. hereof.

9.3. Submission of proposals

Proposals may be submitted to the Committee from the publication of their bidding conditions until October 15 of fiscal year 2024, or until PROMPERÚ deems it convenient, through the Virtual Window (<https://ventanillavirtual.promperu.gob.pe/>). Please consider at least 10 weeks ahead from the date of submission of your proposal for scheduling the start of actions; likewise, proposals considering an execution horizon that includes the period of 2024 will be accepted until the last business day of June in the fiscal year 2024. Therefore, starting from July of the fiscal year 2024, only proposals with an execution horizon within the fiscal year 2025 will be accepted, in accordance with what is indicated in section 6 of these guidelines

Proposals must contain the following documentation:

- a) Company profile (Annex No. 1 to these bidding conditions).
- b) Formal consortium commitment (Annex No. 2 to these bidding conditions), when applicable.
- c) Technical and financial proposal, in Excel and PDF format (Annex No. 3 to these bidding conditions).
- d) Presentation in PDF format of the strategy, describing the joint advertising actions and/or complementary actions, as well as any other additional information considered appropriate to support the proposal. If the company deems it appropriate, it may include links to supporting resources (audio and/or explanatory videos) to facilitate the description of the presentation.

In the case of multimarket proposals, Annexes No. 1 and No. 3 must be completed for each target market.

In the case of consortia, all members listed in the formal consortium commitment must independently submit the document indicated in paragraph a).

Annexes No. 1, No. 2 and No. 3 must be signed by the legal representative of the company or by the common representative of the consortium, as appropriate, who has the authority to execute the agreement.

Failure to submit any of the above documents will result in the automatic disqualification of the proposal.

Once the proposal with the requested annexes has been submitted, the participating company or consortium, as appropriate, must make sure, being liable for failure to do so, that it has received an email confirmation from PROMPERÚ.

Those proposals received that have not complied with the prior "Participant Registration" will not be considered.

9.4. Proposal evaluation and ally selection

The Committee will evaluate only those proposals received from duly registered companies, as indicated in section 9.1 hereof.

During this stage, if necessary, the Committee may request clarifications and/or ask the participating company to remedy or correct any material or formal errors identified in the documents submitted, provided that it does not alter the essential content of the proposal. The request for clarifications and/or correction of errors will be sent to the email address provided by the participating company in the electronic form "Participant

Registration", while the response must be sent by the participating company to the address indicated in section 9.2 of these bidding conditions within a period not to exceed two (2) business days. Clarifications and/or corrections of errors received that are not in response to a request from the Committee or that are made after the granted deadline will not be considered. The bidder, if deemed pertinent, may request an extension of the deadline to respond to the Committee's request in the email reply.

Material or formal errors that can be corrected include: i) the failure to include certain information in Annexes No. 1 and No. 3; ii) the absence of the legal representative's signature in Annexes No. 1 and No. 3; and iii) typographical errors³ in Annex No. 3, provided that these are manifest⁴ and indisputable⁵, with the Committee being responsible for evaluating each specific case.

In the case of arithmetical errors⁶ in Annex No. 3, the Committee will be responsible for making the correction.

The Committee will verify that the proposal is:

- a) In line with the objective of the alliance, while ensuring consistency between the target audience of PROMPERÚ and that of the participating company;
- b) It will evaluate whether the costs of the proposed actions are in line with the market average; and
- c) That the projected results of the proposed campaign are competitive within key buying periods.

Similarly, in order to conduct the appropriate evaluation, the following criteria and sub-criteria, as well as the minimum and maximum scores, will be applied:

Criteria	Sub-criteria	Definition	Rating (Score)
The proposal is in line with the objective of the alliance and ensures consistency between the target audience of PROMPERÚ and that of the participating company;	Definition of the alliance's objective and target audience.	The interpretation of the bidding conditions is poor, in a way that the proposal does not align with the alliance's objective and there is no consistency between PROMPERÚ's target audience and that of the participating company.	0
		The interpretation of the bidding conditions is fair, evidencing that there are numerous discrepancies, offering superficial support, between the objective and the target audience proposed by the participant in relation to that of PROMPERÚ.	From 1 to 6
		The interpretation of the bidding conditions is good, although there are some discrepancies, duly substantiated, between the	From 7 to 13

³ These errors include: (i) duplication of letters or words, (ii) deletion or addition of letters or words, (iv) alteration or distortion of words, (v) transcription and other errors of the same nature.

⁴ That is to say, they must have an ostensible and indisputable character, and be self-evident, without requiring any further reasoning.

⁵ It is understood that it should not raise any doubts or questions.

⁶ In case of any discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail.

		objective and the target audience proposed by the participant in relation to that of PROMPERÚ.	
		The interpretation of the bidding conditions is very good, in a way that the proposal aligns with the alliance's objective, showing consistency between PROMPERÚ's target audience and that of the participating company.	From 14 to 20
	Design of the strategy to achieve the objectives.	It proposes an unsubstantiated and inconsistent strategy that does not address the objectives outlined in these bidding conditions.	0
		It designs a superficial strategy without managing to convey the relevance of the actions for achieving the objectives outlined in these bidding conditions.	From 1 to 6
		It designs a partially supported strategy, which, although managing to convey the relevance of the actions for achieving the objectives, does not address all the objectives outlined in these bidding conditions.	From 7 to 13
		It designs a consistent strategy that successfully conveys the relevance of the actions for achieving the objectives outlined in these bidding conditions.	From 14 to 20
Ratio of the costs of the actions proposed to the market average.	Quantitative and qualitative assessment of the proposed actions.	The proposed costs are excessively high in relation to the market price and the importance of the proposed actions has not been adequately substantiated.	0
		Some proposed costs are slightly higher than the market average, and the importance of the proposed actions has been poorly substantiated.	From 1 to 6
		Most of the proposed costs align with the market average and the importance of the proposed actions has been adequately substantiated.	From 7 to 13
		All of the proposed costs align with the market average and the importance of the proposed actions has been adequately substantiated.	From 14 to 20
Competitiveness of projected campaign results within key buying periods.	Projection of commercial results.	Projected commercial results are not competitive within key buying periods.	0
		Projected commercial results are slightly competitive within key buying periods.	From 1 to 6
		Projected commercial results are moderately competitive within key buying periods.	From 7 to 13
		Projected commercial results are highly competitive within key buying periods.	From 14 to 20

	Projection of advertising results and/or complementary activities	Projected advertising results and/or complementary activities are not competitive within key buying periods.	0
		Projected advertising results and/or complementary activities are slightly competitive within key buying periods.	From 1 to 6
		Projected advertising results and/or complementary activities are moderately competitive within key buying periods.	From 7 to 13
		Projected advertising results and/or complementary activities are highly competitive within key buying periods.	From 14 to 20
Maximum Total Score of Technical Evaluation (TS)			100
Maximum Additional Bonus 1* (AB):			5
Maximum Additional Bonus 2** (AB):			5
Maximum Final Score of Technical Evaluation (TS + AB)			110

*Additional bonus 1: In the event that the participating company has included in its proposal the implementation of additional advertising at no cost to PROMPERÚ, an additional bonus will be awarded to the total score of the technical evaluation obtained. The maximum score to be assigned will be five (5) points, based on the reach of the proposed advertising.

**Additional bonus 2: In the event that the participating company states that it promotes sustainability practices in its operation that contribute to the reduction of CO₂ emissions, use of sustainable fuels and other practices, an additional bonus will be awarded to the total score of the technical evaluation obtained. The maximum score to be assigned will be five (5) points, based on the reach of the proposed advertising.

The minimum passing score for the technical evaluation is seventy (70) points. Proposals that do not reach this score will be disqualified.

The proposal must also: (i) comply with the conditions set forth in the foregoing paragraphs; and (ii) have included the complete documentation indicated in section 9.3 above.

The Committee will select the participant(s) whose proposal(s) obtain(s) the highest passing score, and according to the budget available for the target market.

The Committee may select the proposal either partially or totally, or reject it. Partial selection refers to a set of activities, guidelines or insertions from the technical and financial proposal chosen by the Committee. Similarly, the Committee may, if deemed appropriate, invite the company to improve those aspects of the proposal that it deems relevant, granting it a maximum period of three (3) business days from the day following receipt of the Committee's invitation.

9.5. Notification of results

The results of the process will be notified by the Committee to the participating company via email within twenty (20) business days of receiving the proposal from the email address provided in section 9.2 of these bidding conditions. Similarly, in the same email, the Committee will ask the participating companies if they maintain their interest in executing their proposal under the same terms in which it was selected, whether partially or totally, as well as under the terms established in these bidding conditions. The maximum term to confirm their interest is five (5) business days from the day following receipt of the inquiry. If the company fails to confirm its interest within this period, the Committee will consider the proposal rejected.

After receiving the confirmation of interest, the company whose proposal has been selected will be provided with the contact details of the personnel from the STR's Strategic Alliances Department in order to take the necessary steps to formalize the strategic alliance.

10. STRATEGIC ALLIANCE FORMALIZATION

The strategic alliance will be formalized through the execution of an international strategic alliance agreement or the issuance of a service order, as appropriate, in accordance with the amounts contemplated in the Entity's internal regulations for contracting with Peru non-resident suppliers. It is specified that these documents contain the terms and conditions found in the strategic allies selection process file, and their implementation will be in accordance with the Guidelines for Establishing Strategic Alliances to Promote Peru as a Tourist Destination Abroad, upon submission by the company of the following documents:

- a) A simple copy of the company's incorporation, commercial registration or equivalent document that proves that it is a legally organized company, according to the laws of its country. If the company has participated or is currently participating in any ally selection process called by PROMPERÚ, it may request an exemption from this requirement, provided that it has previously submitted said documentation and that the object and/or name of the company have not been modified. To do so, it must complete the information requested in section VII of Annex No. 1 to these bidding conditions, so that the Committee can locate and verify that said documentation is in PROMPERÚ's possession..
- b) A simple copy of a valid power-of-attorney granted to the company's legal representative or an equivalent document that proves the representation and their authority to enter into the agreement, according to the laws of its country.
- c) A simple copy of the legal representative's identity document.
- d) Authorization letter from the company⁷, as per the form provided by PROMPERÚ, for electronic transfer of funds.

In the case of consortia, all members listed in the formal consortium commitment must independently submit the documents indicated.

11. STRATEGIC ALLIANCE EXECUTION

- 11.1. The Executive Officer of the STR's Strategic Alliances Department must approve all graphic and/or audiovisual pieces prior to the execution of the campaign; similarly, the advertising material must be approved by the OEIM's Creative Strategy and Contents Department.
- 11.2. The strategic ally will be responsible for coordinating and executing advertising actions, as well as any complementary actions, if applicable, in accordance with the approved plan..
- 11.3. In those activities where invitations need to be issued, they must be sent jointly by the strategic ally and PROMPERÚ
- 11.4. No strategic alliance may be implemented in advance without the execution of the appropriate international strategic alliance agreement and/or service order, being liable for failure to do so.

⁷ Established in the internal regulations in force that govern contracts with Peru non-resident suppliers.

- 11.5. In the case of activities such as press tours and Blogger and/or Influencer trips described in section 5.2.3., the area responsible for managing public relations and press at the Communications Office (OCM) and/or the area responsible for managing digital media at the Office of Image and Country Brand Strategy (OEIM), as applicable, must positively evaluate the list of proposed participants. This evaluation will assess their potential reach, interaction rate, reputation, credibility level, sentiment of their publications and/or generated comments, publication frequency, affinity of their content with the institutional content, audience affinity with the campaign's target audience, content quality (language, tone of messages, etc.), ad saturation level, profitability, and/or any other metrics deemed appropriate by the specialized technical area.

For influencer trips, the area in charge of managing digital media at the OEIM must specify the institutional accounts on social media that participants should tag and the suggested hashtags to be used in order to maximize the benefits of the action; similarly, in the case of a blogger trip, it must specify the websites that participants should reference in the content they publish.

Similarly, the area in charge of managing digital media at the OEIM will provide the "Guidelines for Influencers", will participate in a briefing meeting with the Bloggers and/or Influencers prior to the trip and will follow up on the publications. In this regard, it may request modifications or the removal of publications whenever they do not comply with the guidelines indicated.

- 11.6. During the execution of the campaign, the parties may reprogram or modify the cooperative campaign plan, by mutual agreement, without requiring an addendum to the original international alliance agreement and/or modification of the service order, provided that the following conditions are satisfied:

- a) Either party's investment amount will not vary and/or the term established in the campaign will not be exceeded;
- b) They represent an opportunity, advantage or benefit for PROMPERÚ, having a positive impact on the expected results; and
- c) The campaign objectives will not be altered.

Reprogramming refers to when changes are needed on the dates established in the execution schedules of the actions and/or insertions included in the initial plan approved by PROMPERÚ, provided that the investment amount remains unchanged.

Modifications will mean any changes in the type of media outlet or complementary activity, selected communication channel, number of actions and/or insertions, format and any other characteristic of the action and/or insertion indicated in the initial plan approved by PROMPERÚ.

Such reprogramming and modifications must be coordinated and substantiated via email, using the "Proposed Reprogramming and Modifications to the Cooperative Campaign Plan" form (Annex No. 5 to these bidding conditions).

Any reprogramming and modifications must be previously approved by the Executive Officer of the STR's Strategic Alliances Department and, when applicable, endorsed by the specialized technical area, which will be communicated to the ally via email.

Similarly, the ally may include in the approved cooperative campaign plan, advertising actions and/or complementary actions granted as bonuses that do not entail additional

costs for PROMPERÚ. These must be previously reviewed and approved via email by the Executive Officer of the STR's Strategic Alliances Department.

The emails regarding the ensuing reprogramming and/or modifications must be included in the process file, along with the modification forms, and attached to the Activity and Expense Report (Annex No. 6 to these bidding conditions) to be submitted by the strategic ally for payment purposes.

- 11.7. Any reprogramming and/or modifications that do not meet the conditions set forth in paragraphs a), b) and c) of the foregoing section will require the execution of an addendum to the original international alliance agreement and/or the modification of the service order, upon submission of a Technical Support Report issued by the STR's Strategic Alliances Department, which must be approved by the Sub-Directorate of Inbound Tourism Promotion.

The relevant addendum to the original international alliance agreement and/or the modification of the service order will be processed following the formality established for the original alliance. Modifications will not, under any circumstances, entail increases in the agreement amount.

- 11.8. If during the execution of the campaign or as a result of negotiations between the strategic ally and the selected media outlet, there is a credit balance regarding the approved investment amount, the number of activities or actions established in the approved cooperative campaign plan may be increased by applying said balance, within the time horizon of the ongoing campaign, subject to approval by the STR's Strategic Alliances Department..

12. STRATEGIC ALLIANCE MONITORING

The ally must report, at the request of the STR's Strategic Alliances Department, the progress and results obtained during the execution of the approved cooperative campaign plan, which must be delivered within the term granted by the aforementioned Department.

13. PAYMENTS TO THE STRATEGIC ALLY

- 13.1. Payments will be made totally or partially (periodically), taking into account the total execution of the proposed actions or the proportion of activities carried out based on the rate conditions of the approved cooperative campaign plan, or its reprogramming and/or modifications, always against the presentation of evidence, as indicated in paragraphs c) and d) below.

In case the ally obtains, during the execution of the cooperative campaign plan of the strategic alliance, any courtesy (airline tickets, lodging, meals or other) in fam trips, press tours and blogger and/or influencer trips, it must inform PROMPERÚ about it via email. Similarly, in the Activity and Expense Report (Annex No. 6 to these bidding conditions), the financial value of the courtesies obtained must be deducted from the amount invested in the activity.

- 13.2. In the case of consortia, payments will be made in the manner established in the Formal Consortium Commitment (Annex No. 2 to these bidding conditions)..

In order to make payment, it will be essential to submit:

- a) Invoice of the ally or equivalent document, in accordance with the laws of the country where it was organized, issued in the name of PROMPERÚ for the amount of the recognized contribution, according to the following information:

PROMPERÚ

Taxpayer Registration (RUC) No.: 20307167442

Address: Calle Uno Oeste 050 Piso 14, San Isidro, 15036 Lima, Peru

In the case of consortia, the invoice will be issued as specified in the Formal Consortium Commitment (Annex No. 2 to these bidding conditions).

- b) Activity and Expense Report (Annex No. 6 to these bidding conditions), which must contain quantitative and qualitative information, as well as a detailed list of the activities carried out. Similarly, it will indicate the expenses incurred by the ally in carrying out the cooperative campaign plan during the period specified in the report. Documents or evidence proving the execution of the activities established either in the cooperative campaign plan approved by the Committee or in the reprogramming and/or modifications duly approved by PROMPERÚ must be attached. This report must also be signed by the legal representative of the company or by the common representative of the consortium, as appropriate.

The STR's Strategic Alliances Department, in coordination with the specialized technical area (when applicable), will evaluate and issue the approval of the activity reports submitted by the strategic allies, upon verifying compliance with the activities established in the approved cooperative campaign plan.

- c) Evidence of advertising actions carried out (as the case may be)
- Television: One (1) report indicating the number of spots aired, the time period during which the campaign was run, the relevant duration of each advertisement, the geographical coverage, the program and/or time block.
 - Radio: One (1) report indicating the number of spots, endorsements and/or mentions aired, the time period during which the campaign was run, the relevant duration of each advertisement, the geographical coverage, the program and/or time block.
 - Press (newspapers, magazines and/or other printed media): Digital or scanned version of the media where the publication was inserted.
 - Digital: (including social media and display ads, search ads, rich media, video, etc.) One (1) report from the ad server with screenshots of the platforms where the campaign was executed, showing the pattern results for each media/format with the total number of impressions, clicks, CTR (click-through rate), or other results according to the buying type. If the buying is fixed (for a specific time), it must provide evidence that it was executed during that period. If the ad server report is not available, it must submit a signed letter with the results obtained. If the buying is programmatic, it must indicate the viewability percentage resulting from the campaign and include a ranking of the top ten (10) websites where the campaign was served, obtaining the highest CTR. Similarly, it must provide screenshots of the graphic and/or audiovisual pieces that ran in the campaign.
 - Mailings or Newsletters: One (1) report indicating the number of emails sent, the CTOR (click-to-open rate) and the CTR (click-through rate) for each email or newsletter template developed for the campaign.

- Landing Page or Minisite: One (1) report from Google Analytics or other platform with data on the generated traffic (visits, unique users, page views, bounce rate, and logins) during the time frame of the campaign.
 - APP and other actions: One (1) report indicating the number of downloads of the application according to the app store where it was entered (Google Play, AppStore, AppGallery, etc.), and for other actions, the open rate.
 - Outdoor and Indoor: One (1) report indicating the details of the media supports where the advertising was displayed, their locations, the respective measures or durations of each element, the time period during which the campaign was run, including photographs and/or videos in the case of digital elements (screens).
 - Movies: One (1) report indicating the number of spots aired, the time period during which the campaign was run, the relevant duration of each advertisement, the location of the elements where the advertising was displayed, and the number of venues.
 - Any other means that the STR's Strategic Alliances Department and/or the specialized technical area may deem convenient, through which the contractual fulfillment of obligations may be proven.
- d) Evidence of complementary actions carried out (as the case may be)
- Fam trips: One (1) report with photographs, a copy of the itinerary made with the companies, invitations, surveys and the final list of attendees to the activity, as well as a simple cost breakdown detailing the services used for its execution, specifying the total financing amount and the respective contributions from each party.
 - Press tours: One (1) report indicating the publications made up to the date of submission of the partial and/or final report, their media valuation, photographs, videos, audiovisual material in general, and a copy of the itinerary, as well as a digital copy of the publications made. In case there are pending publications, these must not exceed the campaign execution term established in the approved technical and financial proposal or in the reprogramming and/or modifications duly approved by PROMPERÚ. Similarly, a simple cost breakdown must be included detailing the services used for its execution, specifying the total financing amount and the respective contributions from each party.
 - Blogger trips: One (1) report indicating the publications generated on their blogs and/or platforms up to the date of submission of the partial and/or final report, including the following metrics: visits, page views, permanence time, bounce rate, reach and impressions for each publication. Similarly, it must submit the screenshots of the graphic and/or audiovisual pieces that ran in the campaign, as well as a simple cost breakdown detailing the services used for its execution, specifying the total financing amount and the respective contributions from each party.
 - Influencer trips: One (1) report indicating the publications in each social media platform with the following metrics: interaction rate, interactions, views, reach and impressions for each social media platform. Similarly, it must submit the screenshots of the graphic and/or audiovisual pieces that ran in the campaign, as well as a simple cost breakdown detailing the services used for its execution, specifying the total financing amount and the respective contributions from each party.

- Any other means that the STR's Strategic Alliances Department and/or the specialized technical area may deem convenient, through which the contractual fulfillment of obligations may be accredited.

13.3. All payments will be subject to the submission of the documents indicated in the previous section through the Virtual Window (<https://ventanillavirtual.promperu.gob.pe/>).

13.4. The documents required to process the payment to be charged to the budget of the fiscal year in which the cooperative campaign plan was partially or totally executed must be submitted to PROMPERÚ no later than the first week of December of the appropriate fiscal year.

13.5. If the ally fails to submit the documents within the timeframe established in the previous section, PROMPERÚ will not be able to guarantee the payment date. Hence, payments will be processed against the budget from the following fiscal year, subject to budget availability and the appropriate document approval.

14. CONFIDENTIALITY

14.1. The parties undertake to keep absolute confidentiality with respect to the matters entrusted thereto, during and following the end of the Agreement, regarding the information and documents provided by one to the other and/or to which they have access during the term hereof, as well as with respect to the actions to be carried out in accordance with the Technical and Financial Proposal.

14.2. The parties extend this commitment to their employees and/or related third parties, assuming joint and several liability for any default they may incur with respect to the obligations contained in the foregoing section..

15. TERMINATION

The Agreement may be terminated due to the following reasons:

- a) By mutual agreement of the parties, which must be expressed in writing.
- b) If the performance of the Agreement becomes impracticable for reasons not attributable to the parties (act of God or force majeure).
- c) In the event of breach of any of the contractual clauses by one of the parties, without prejudice to any legal action that may apply.

In the event of default of the international strategic alliance agreement by the ally, PROMPERÚ reserves the right not to admit their participation in the upcoming selection processes it calls for a period of no less than two (2) years from the date of notification.

16. ANNEXES

- Annex No. 1: Company profile (for international airlines and consortia).
- Annex No. 2: Formal consortium commitment.
- Annex No. 3: Technical and financial proposal.
- Annex No. 4: Reference model of international strategic alliance agreement for joint advertising abroad.
- Annex No. 5: Proposed reprogramming and modifications to the cooperative campaign plan.
- Annex No. 6: Activity and expense report.

ANNEX No. 1

COMPANY PROFILE

(FOR INTERNATIONAL AIRLINES AND CONSORTIA)

STRATEGIC ALLIES SELECTION PROCESS No. VA-001-2024/PROMPERÚ-DT-STR

JOINT ADVERTISING CAMPAIGN ABROAD

I. GENERAL COMPANY INFORMATION			
1.1. Company name			
1.2. Trade name			
1.3. Tax Code			
1.4. Start-up date			
1.5. Type of company (Mark with an X)	<input type="checkbox"/> Traditional airline <input type="checkbox"/> Low cost airline <input type="checkbox"/> Wholesale Tour Operator <input type="checkbox"/> Tour Operator <input type="checkbox"/> Travel Agency <input type="checkbox"/> OTA		
1.6. Address (Headquarters)			
1.7. Phone(s)		1.8. Web sites	
1.9. Name of counterpart company in Peru (when applicable)		1.10. Number of years selling Peru as a destination (through its various distribution channels)	
II. DETAILS OF THE LEGAL REPRESENTATIVE AUTHORIZED TO EXECUTE THE CONTRACT			
2.1. Full name			
2.2. Type and number of identity document (Mark with an X)	<input type="checkbox"/> Foreign Resident Card <input type="checkbox"/> Passport <input type="checkbox"/> Other [Specify]: _____ No.: _____		
2.3. Phone		2.4. E-mail	
III. CONTACT DETAILS (Enter the data of the person responsible for the coordination and follow-up of the selection process and execution of the alliance)			
3.1. Full name			
3.2. Title			
3.3. Phone		3.4. E-mail	
IV. COMMERCIAL INFORMATION OF PERU AS A DESTINATION FOR THE CURRENT YEAR			
4.1. Airlines			
a) Route of flight to be promoted (Mark with an X)	Regular <input type="checkbox"/> New <input type="checkbox"/> To be reactivated <input type="checkbox"/> Specify after how long (in months): _____		
b) Type of flight (Mark with an X)	Direct <input type="checkbox"/> With connection <input type="checkbox"/> Specify connecting city(ies): _____		
c) Weekly number and frequency of direct international flights from target market to Peru			
d) Weekly number and frequency of connecting international flights from target market to Peru			
e) City(s) of origin from where your flight(s) depart(s) to Peru as final destination (include city of origin and connection if applicable)			
f) Number of seats offered weekly on flights from target market to Peru			
g) Aircraft models and number of aircraft, as well as available passenger seating capacity per aircraft for international flights to Peru as final destination	Aircraft model	Number of active aircraft	Number of seats per aircraft

	(Insert as many rows as needed)		
h) Load factor (occupancy rate) of flights to Peru in the last twelve (12) months			
i) Average cost of international airline tickets to Peru in ____ [Indicate currency] (round trip)			
4.2. Wholesale tour operator, tour operator and travel agency, both physical and online (OTA - Online Travel Agency)			
a) Average cost of package tours to Peru that include international airline tickets ____ [Indicate currency] (round trip)			
b) Average cost of package tours to Peru that do not include international airline tickets ____ [Indicate currency]			

V. SALES OF PERU AS A DESTINATION

Metrics	Year 2024 (Current year projection)	Year 2023 (Year prior to submission of proposal)	Percentage change (of current year projection vs. year prior to submission of proposal)
5.1 Number of passengers with international airline tickets to Peru sold (round trip)			
5.2 Number of passengers with package tours to Peru that include international airline tickets sold (round trip)			
5.3 Number of passengers with package tours to Peru that do not include international airline tickets sold			

VI. PROJECTION OF COMMERCIAL RESULTS OF CAMPAIGN

Metrics	From [month] to [month] [year] (campaign execution period)			From [month] to [month] [year] (same period of the previous year)	Percentage variation (of campaign execution period vs. the same period of the previous year)
	Attributable to the campaign	Other	Total		
6.1. Number of passengers with international airline tickets to Peru expected to be mobilized (round trip)					
6.2. Number of passengers with package tours to Peru that include international airline tickets expected to be mobilized (round trip)					
6.3. Number of passengers with package tours to Peru that do not include international airline tickets expected to be mobilized					

VII. PROJECTION OF TRAVEL PERIOD FOR CAMPAIGN SALES (Mark with an X the applicable months)

Number of projected reservations	Travel period for campaign sales											
Sales period for campaign	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25
7.1. July 2024												
7.2. August 2024												
7.3. September 2024												
7.4. October 2024												
7.5. November 2024												
7.6. December 2024												
7.7. January 2025												
7.8. February 2025												
7.9. March 2025												
7.10. April 2025												
7.11. May 2025												
7.12. Jun 2025												

VIII. REFERENCE INFORMATION (Mark with an X where applicable and complete if necessary)

Have you previously signed any international strategic alliance agreement or have you been issued a service order in the framework of any allies selection process called by PROMPERÚ?

Yes () No ()

If yes, please complete the following information, taking into account the most recent engagement:

- Year: _____ International strategic alliance agreement and/or service order No.: _____
- Type of engagement: Individually () As part of a consortium ()

IX. AFFIDAVIT OF KNOWLEDGE, ACCEPTANCE OF BIDDING CONDITIONS AND TRUTHFULNESS OF INFORMATION

I hereby declare that I am aware of and agree with PROMPERÚ's internal regulations governing the implementation of strategic alliances to promote Peru as a tourist destination abroad, and that I **fully accept** the bidding conditions of the strategic alliance selection process No. VA-001-2024/PROMPERÚ-DT-STR to carry out joint advertising campaigns and/or complementary activities with companies in the tourist industry abroad.

Moreover, **I hereby declare under oath** that all the information and documentation provided to PROMPERÚ is true and valid, under the principle of presumption of truthfulness established by Section IV of the Preliminary Title of the Single Harmonized Text of Law No. 27444, General Administrative Procedure Act, approved by Supreme Decree No. 004-2019-JUS. I therefore submit to the applicable civil, criminal and administrative liabilities, in case it is proven to be false through any subsequent verification action.

Signature of legal representative

Date: ____ / ____ / ____

ANNEX No. 2
FORMAL CONSORTIUM COMMITMENT

To whom it may concern

TECHNICAL EVALUATION COMMITTEE

STRATEGIC ALLIES SELECTION PROCESS No. VA-001-2024/PROMPERÚ-DT-STR

Dear Sirs,

We, the undersigned, hereby expressly declare that we have irrevocably agreed to submit a joint proposal to Strategic Allies Selection Process No. VA-001-2024/PROMPERÚ-DT-STR, being jointly and severally liable for any and all actions and/or omissions arising from the aforementioned process throughout its duration, from its call, through its performance and until the end of the alliance.

To this end, we appoint Mr. _____, identified by _____
(Indicate type of document) No. _____, as common representative of the Consortium, and state that the common legal domicile is located at _____, for the purpose of participating in all stages of the allies selection process, executing the international strategic alliance agreement, if selected, and performing it.

Company name	Percentage share	Obligations
Company 1		
Company 2		

Moreover, we, the undersigned parties hereto, agree, expressly and in advance, under our responsibility, that the relevant payment resulting from the international strategic alliance agreement to be executed, if selected, may be made as follows:

Mark with an X the selected option:

- () In favor of _____ (Company 1 or 2), for which we undertake to submit the relevant invoice issued by _____ (Company 1 or 2) to the name of PROMPERÚ in advance and in a timely manner. In this scenario, the undersigned parties hereto mutually agree to be responsible to each other as to the manner in which the appropriate distribution is to be carried out; or
- () In favor of _____ (Company 1) and _____ (Company 2), for which we undertake to submit the invoices issued by _____ (Company 1) and _____ (Company 2) to the name of PROMPERÚ in advance and in a timely manner. The amount stated in each invoice shall be equivalent to the percentage share indicated in this Commitment.

In _____ (city), this ____ day of _____ 20____

Name, signature, seal and identity document
of legal representative of Company 1

Name, signature, seal and identity document of
legal representative of Company 2

ANNEX No. 3
TECHNICAL AND FINANCIAL PROPOSAL
STRATEGIC ALLIES SELECTION PROCESS No. VA-001-2024/PROMPERÚ-DT-STR
JOINT ADVERTISING CAMPAIGN ABROAD

I. NAME OF COMPANY (OR CONSORTIUM)									
II. CAMPAIGN OBJECTIVE									
III. CAMPAIGN TARGET AUDIENCE									
3.1. Age range									
3.2. Gender									
3.3. Socio-economic level									
3.4. Place of residence									
3.5. Interests									
3.6. Other									
IV. DESTINATIONS TO BE CONSIDERED IN THE CAMPAIGN <i>(according to the advertising exposure they will receive, they must add up to 100%)</i>									
Destination	%	Destination	%	Destination	%	Destination	%	Destination	%
4.1. Amazonas		4.6. Cajamarca		4.11. Ica		4.16. Loreto		4.21. Puno	
4.2. Áncash		4.7. Callao		4.12. Junín		4.17. Madre de Dios		4.22. San Martín	
4.3. Apurímac		4.8. Cusco		4.13. La Libertad		4.18. Moquegua		4.23. Tacna	
4.4. Arequipa		4.9. Huancavelica		4.14. Lambayeque		4.19. Pasco		4.24. Tumbes	
4.5. Ayacucho		4.10. Huánuco		4.15. Lima		4.20. Piura		4.25. Ucayali	
V. BRIEF DESCRIPTION OF CAMPAIGN STRATEGY									
VI. PROJECTION OF ADVERTISING RESULTS OF CAMPAIGN									
Metrics		Target value 2024		Target value 2025		Total Target value			
6.1. Estimated total reach									
6.2. Estimated total impacts and impressions									
6.3. <i>(Add as many rows as needed)</i>									
VII. PROPOSED INVESTMENT AMOUNT FOR CAMPAIGN									
Investment	Amount 2024		Amount 2025		Total Amount		%		
Company 1									
Company 2 (*)									
Total consortium <i>(if applicable)</i> (*)									
PROMPERÚ									
Total _____ <i>[Indicate currency]</i>									
VIII. CAMPAIGN EXECUTION HORIZON <i>(It shall not exceed the horizon established in section 6 of the Bidding Conditions of the selection process)</i>									
From (month/year) to (month/year)									

(*) To be completed in case of consortium.

9.5. OUTDOOR AND INDOOR GUIDELINE

GENERAL INFORMATION									ADDITIONAL INFORMATION (**)							INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
No.	Name of media outlet	Location	No. of media supports	Format	Duration (sec.) (***)	Measurements (width x height)	No. of days	No. of ads	Reach (%)	Reach	Impacts	CPM	SOV (%)	SOI (%)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Año 2024						Año 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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9.6. MOVIE GUIDELINE

GENERAL INFORMATION									ADDITIONAL INFORMATION (**)						INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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9.7. FAM TRIPS

GENERAL INFORMATION							INVESTMENT				SCHEDULE														
No.	Trip objective	Guest profile	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)		Destinations to be visited	No. of days travelled	No. of participants (****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025							
												Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		
			Concept									%		(Mark with an X the months with activity)											
(Add as many rows as needed)																									
			SUBTOTAL 2024																						
			SUBTOTAL 2025																						
			GRAND TOTAL																						

9.8. PRESS TOURS

GENERAL INFORMATION														INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
No.	Name of media outlet	Geographical coverage	Section or program	No. of readers/viewers/followers	Guest profile	Audience profile	No. of guaranteed publications		Impacts (**)	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)		Destinations to be visited	No. of days travelled	No. of participants (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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(*) To be completed in case of consortium.
(**) Only if you have a Media Center or if the media outlet is able to provide such information.
(***) To be completed in case of a format with digital display.
(****) Only one representative designated by PROMPERÚ and one representative from the ally will join the trip and will be included in the entire travel itinerary.
(*****) General concepts: airline tickets (international and domestic), internal transfers, lodging, meals, entrance fees to attractions, guides, insurance, etc.

9.9. BLOGGER TRIPS

GENERAL INFORMATION															INVESTMENT				SCHEDULE																						
No.	Blogger's name	Blog URL	Guest profile	Audience profile	No. of average monthly visits in the last six (6) months	No. of average monthly page views in the last six (6) months	Average permanence time in the last six (6) months	Average bounce rate in the last six (6) months	Average monthly reach in the last six (6) months	No. of guaranteed publications		Impressions	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (****)		Destinations to be visited	No. of days travelled	No. of participants (****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025													
										Before/During the trip	After the trip											Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun								
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(Add as many rows as needed)																																									
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9.10. INFLUENCER TRIPS (***)

GENERAL INFORMATION															INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
No.	Influencer's name	Profile URL on social media	Guest profile	Audience profile	No. of fans/followers/subscribers	Average interaction rate on the social media platform in the last six (6) months	No. of average interactions on the social media platform in the last six (6) months	No. of average monthly views in the last six (6) months	Average monthly reach in the last six (6) months	No. of guaranteed publications		Impressions	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)		Destinations to be visited	No. of days travelled	No. of participants (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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(*) To be completed in case of consortium.

(**) For digital media, indicate the number of impressions.

(***) Include the social media platforms where publications will be made for the campaign, as well as the metrics for each social media platform.

(****) It shall not exceed the time horizon established in section 6 of the Bidding Conditions of the selection process.

(*****) Only one representative designated by PROMPERÚ and one representative designated by the ally will join the trip and will be included in the entire travel itinerary.

(*****) General concepts: airline tickets (international and domestic), internal transfers, lodging, meals, entrance fees to attractions, guides, insurance, etc.

Signature of legal representative

Date: ____/____/____

X. DEFINITIONS

10.1. Attendance:	Number of people who visit a specific place or site in a given period.
10.2. Reach (%):	Total percentage of the target audience that has been contacted at least once during a specific campaign period.
10.3. Reach:	Total number of target individuals who have been contacted at least once during a specific campaign period.
10.4. Clicks:	Number of times users have clicked on an ad.
10.5. Geographical coverage:	Territorial coverage of a media outlet.
10.6. CPM:	Cost per thousand impacts or impressions served, based on the rate of each media outlet.
10.7. CPC:	Cost of each click on an ad, based on the rate of each media outlet.
10.8. CPV:	Cost per view achieved in video campaigns, based on the rate of each media outlet.
10.9. CPR:	Cost of each rating point achieved, based on the rate of each media outlet.
10.10. CTR:	Percentage of clicks on a link relative to its number of impressions.
10.11. CTOR%:	Percentage of people who click on a link within an email relative to the total number of times it has been viewed.
10.12. Frequency:	Average number of times the audience is exposed to an advertisement during the campaign period. It is obtained by dividing the Trps by the reach (%).
10.13. Impacts:	Total number of contacts made on the target audience during the campaign period.
10.14. Impressions:	Number of times an ad has been displayed during the campaign period.
10.15. Rating (%):	Percentage of individuals in the target audience who have been exposed to a specific media outlet or program at a specific time.
10.16. Rating:	Number of individuals from a universe who have been exposed to a media outlet or program at a specific time.
10.17. Segmentation:	Selection of the target audience that allows to show ads to the right people at the right time.
10.18. Signal:	Information transmission system for broadcasting radio (AM/FM) and television (Open/Cable) signals.
10.19. SOL:	Share of investment that a media outlet has in relation to the total.
10.20. SOV:	Share of advertising exposure that a media outlet has in relation to the total.
10.21. Target:	Pre-selected group of demographics and/or psychographics to whom a message is addressed. This may be similar or equal to that of the potential consumer.
10.22. Interaction rate:	Percentage of interactions obtained by a publication relative to its number of impressions.
10.23. Trps:	Rating points accumulated within the target audience over the campaign period.
10.24. URL:	Unique and specific address assigned to each of the resources available on the World Wide Web so that they can be located by the browser and visited by users.
10.25. Views:	Number of times users have seen most or all of the ad.
10.26. VTR:	Percentage of views that a link obtains relative to its number of impressions.

ANNEX No. 4

INTERNATIONAL STRATEGIC ALLIANCE AGREEMENT No. _____

This **INTERNATIONAL STRATEGIC ALLIANCE AGREEMENT** is made and entered into by and between the **COMISIÓN DE PROMOCIÓN DEL PERÚ PARA LA EXPORTACIÓN Y EL TURISMO [COMMISSION FOR THE PROMOTION OF PERU FOR EXPORTS AND TOURISM] -PROMPERÚ-**, identified by Taxpayer Registration (RUC) No. 203071667442, domiciled at Calle Uno Oeste No. 050, Edificio MINCETUR, Piso 14, San Isidro, Lima, acting by and through (indicate the representative of the Entity who is authorized as per power-of-attorney)....., Mr./Ms., identified by National Identity Document (DNI) No., as per Executive President's Resolution No.-EP, hereinafter referred to as **PROMPERÚ**, as party of the first part; and identified by Taxpayer Registration (RUC) No. (or tax document of the strategic ally's country), domiciled at....., acting by and through for these purposes its General Manager (or other authorized representative), as per power-of-attorney registered in..... of the Commercial Registry (or indicate the Public Records office of the strategic ally's country), hereinafter referred to as the **STRATEGIC ALLY**, as party of the second part, under the following terms and conditions:

SECTION ONE: RECITALS

- 1.1 **PROMPERÚ** is a specialized technical public agency attached to the Ministry of Foreign Trade and Tourism -MINCETUR-, responsible for formulating, approving, executing and evaluating strategies and plans for the promotion of exportable goods and services, as well as domestic and inbound tourism, while promoting and disseminating Peru's image in terms of tourism and exports, in accordance with sector policies, strategies and objectives.
- 1.2 The **STRATEGIC ALLY** is a legal entity under private law, with recognized experience in its country of origin, specifically in the tourist industry.
- 1.3 By Strategic Allies Selection Process No.....-20___ - /PROMPERÚ-DT-STR, the Strategic Ally was selected, according to Minutes No., dated 20___.
- 1.4 By Memorandum No., the Directorate of Tourism Promotion approved the selection of the Strategic Ally.

SECTION TWO: PURPOSE

The purpose of this Agreement is to boost the promotion and/or commercialization of Peru as a tourist destination at _____ (Indicate target country(ies)) through advertising and/or complementary activities abroad and jointly between **PROMPERÚ** and the **STRATEGIC ALLY** based on a diversified offer of package tours/airline tickets.

SECTION THREE: INVESTMENT AMOUNT

The total amount of the investment for executing the actions approved in the Technical and Financial Proposal is USD (amount in numbers and words), which shall be 100% implemented by the **STRATEGIC ALLY**; **PROMPERÚ** undertakes to pay the **STRATEGIC ALLY** the amount of USD (amount in numbers and words).

SECTION FOUR: PERFORMANCE TERM

The term of this Agreement shall come into force as from its execution, and shall begin on and shall continue until, during which the actions approved in the Technical and Financial Proposal shall be carried out.

SECTION FIVE: TECHNICAL AND FINANCIAL PROPOSAL

The actions approved in the Technical and Financial Proposal shall be executed by the **STRATEGIC ALLY** in the territory of the Republic of

SECTION SIX: INTER-INSTITUTIONAL COORDINATION

PROMPERÚ appoints, who shall be responsible for making the coordination required to ensure performance hereof.

THE STRATEGIC ALLY appoints, who shall be responsible for making the coordination required to ensure performance hereof.

SECTION SEVEN: FOLLOW-UP

The ally shall report, at the request of the STR's Strategic Alliances Department, the progress and results obtained during the execution of the actions set forth in the Technical and Financial Proposal.

SECTION EIGHT: RECIPROCAL OBLIGATIONS

Within the framework of the Agreement:

A.- **PROMPERÚ** undertakes to:

- a) Pay the **STRATEGIC ALLY** up to ____ % of the total investment amount indicated in Section Three, implemented in the actions agreed upon in the Technical and Financial Proposal, upon verification of their execution; and
- b) Authorize the **STRATEGIC ALLY** to use the Peru Country Brand registered as copyright and intellectual property of **PROMPERÚ** in order to allow for the implementation of the actions agreed upon in the Technical and Financial Proposal and the performance hereof, within the scope of the internal regulations in force and according to the conditions and terms of use attached hereto¹.

The aforementioned authorization is granted for the same period established in Section Four hereof.

B.- In turn, the **STRATEGIC ALLY** undertakes to:

- a) Invest 100% of the total amount required by the Technical and Financial Proposal, which is an integral part hereof and as indicated in the Section Three.
- b) Execute 100% of the actions approved by **PROMPERÚ** in the Technical and Financial Proposal and/or in the modifications to the cooperative campaign plan.
- c) Attend and submit to **PROMPERÚ**, no later than fifteen (15) calendar days from receiving the request, the information requested by **PROMPERÚ** during the campaign execution period, regarding the partial results obtained and/or evidence of the actions carried out under the Technical and Financial Proposal actions executed.
- d) Submit an activity and expense report on each payment occasion, according to the form attached to the Bidding Conditions of the strategic allies selection process, enclosing supporting documents or justifications that substantiate the actions executed and included in the approved Technical and Financial Proposal and/or modifications to the cooperative campaign plan approved by **PROMPERÚ**.
- e) Use the Peru Country Brand registered as copyright and intellectual property of **PROMPERÚ**, granted by **PROMPERÚ** in strict and temporary use, and within the scope of current internal regulations¹, in order to carry out the actions agreed upon in the technical and financial proposal and to ensure performance hereof, being liable for failure to do so.

¹ Current regulations for the granting of licenses to use the Peru country brand and sector brands.

SECTION NINE: REPROGRAMMING AND MODIFICATIONS

In accordance with the Bidding Conditions that form an integral part hereof, during the performance of the Agreement, the parties may introduce reprogramming or modifications to the cooperative campaign plan, by mutual agreement, without requiring an Addendum hereto, provided that the following conditions are met:

- a) Either party's investment amount shall not vary and/or the term established in the campaign shall not be exceeded;
- b) They shall represent an opportunity, advantage or benefit for **PROMPERÚ**, and shall have a positive impact on the expected results; and
- c) The campaign objectives shall not be altered.

Any reprogramming and/or modifications that do not meet the conditions set forth in sub-paragraphs a), b) and c) of the foregoing paragraph shall require the execution of an Addendum to the original Agreement.

SECTION TEN: PAYMENTS TO THE STRATEGIC ALLY

According to the established payment schedule, the **STRATEGIC ALLY** shall submit an "Activity and Expense Report", according to the form attached to the Bidding Conditions of the strategic allies selection process. This report shall be evaluated by **PROMPERÚ**, and if found satisfactory, **PROMPERÚ** shall request the **STRATEGIC ALLY** to submit their invoice, evidence and other required documentation as outlined in the Bidding Conditions that are part hereof.

Therefore, in order to make payment of the investment indicated in Section Three hereof, it shall be of the essence to submit the documentation indicated in the foregoing paragraph through the Virtual Window (<https://ventanillavirtual.promperu.gob.pe/>), no later than the first week of December of the appropriate fiscal year.

In the event that the **STRATEGIC ALLY** fails to deliver the specified documentation on these dates, **PROMPERÚ** shall be unable to guarantee the date on which the payment shall be made.

SECTION ELEVEN: TERMINATION

The Agreement may be terminated due to the following reasons:

- a) By mutual agreement of the parties, which must be expressed in writing.
- b) The performance of the Agreement becomes impracticable for reasons not attributable to the parties (act of God or force majeure).
- c) Breach of any of the clauses hereof by one of the parties, without prejudice to any legal action that may apply.

In the event of default by the ally, **PROMPERÚ** reserves the right not to admit their participation in the upcoming selection processes it calls for a period of no less than two (2) years from the date of notification.

SECTION TWELVE: CONFIDENTIALITY

12.1 The parties undertake to keep absolute confidentiality with respect to the matters entrusted thereto, during and following the end of the Agreement, regarding the information and documents provided by one to the other and/or to which they have access during the term hereof, as well as with respect to the actions to be carried out in accordance with the Technical and Financial Proposal.

12.2 The parties extend this commitment to their employees and/or related third parties, assuming joint and several liability for any default they may incur with respect to the obligations contained in this section.

SECTION THIRTEEN: ANTI-CORRUPTION

PROMPERÚ and the **STRATEGIC ALLY** represent and warrant that:

- a) They have not breached and shall not breach, either directly or indirectly, or through their shareholders, directors, partners, managers, associated executives, representatives, employees, officers, civil servants, and other individuals related to **PROMPERÚ** and the **STRATEGIC ALLY**, any anti-corruption regulations in force in the Peruvian jurisdiction, and other rules that may be applicable hereto, collectively understood as anti-corruption regulations.
- b) They have not offered, negotiated or made any payment or, in general, any illegal benefit or incentive in connection herewith, either directly or indirectly, or through their shareholders, directors, partners, managers, associated executives, representatives, employees, officers, civil servants, and other individuals related to **PROMPERÚ** and the **STRATEGIC ALLY**, or on behalf of any civil servant of the Peruvian government, or other agencies of the national, regional, provincial and district governments, public or State-controlled companies in the parties' domicile, as well as the appropriate international public organizations, or any other official or employee or person acting officially on behalf of any of the aforementioned, or any official of a political party, any public official or candidate for office, or private entity, with the purpose of influencing or inducing any conduct, decision-making or illegitimate omission, aiming to obtain, retain, steer business or secure an undue advantage.
- c) They undertake to: i) report to the competent authorities, directly and in a timely manner, any unlawful or corrupt act or conduct of which they become aware; and ii) adopt appropriate technical, organizational and/or personnel measures to prevent such acts or practices.
- d) They undertake to conduct themselves at all times, during the effective term hereof, with honesty, probity, truthfulness and integrity and not to commit illegal or corrupt acts, either directly or indirectly, or through their shareholders, directors, partners, managers, associated executives, representatives, employees, officers, civil servants, and other individuals related to **PROMPERÚ** and the **STRATEGIC ALLY**.
- e) The parties agree that either of them shall have the absolute right to terminate this Agreement and any other arrangement related thereto in the event of failure to perform the provisions established in the anti-corruption regulations.

SECTION FOURTEEN: DISPUTE RESOLUTION

Any disputes, discrepancies or matters not provided for herein that may arise from its interpretation or application shall be settled by direct negotiation. If a satisfactory agreement is not reached, they shall be submitted to *de jure* arbitration, to be conducted under Peruvian law, by a Sole Arbitrator before the Arbitration Center of the Lima Chamber of Commerce, in accordance with the Arbitration Rules and Bylaws of said center.

The arbitration shall be held in the city of Lima (Peru) and the language to be used in the arbitral proceedings shall be Spanish. Moreover, the parties shall abide by the arbitration award issued as a final decision, which may not be challenged before the Judiciary.

IN WITNESS WHEREOF, the parties hereto have executed this document as a sign of acceptance of the terms and conditions stated therein, in the city of Lima, this ... day of

PROMPERÚ

THE STRATEGIC ALLY

ANNEX No. 5

PROPOSED REPROGRAMMING AND MODIFICATIONS TO THE COOPERATIVE CAMPAIGN PLAN

INTERNATIONAL STRATEGIC ALLIANCE AGREEMENT/SERVICE ORDER No. _____

JOINT ADVERTISING CAMPAIGN ABROAD

I. NAME OF COMPANY (OR CONSORTIUM)	
II. PROPOSAL FOR REPROGRAMMING AND MODIFICATIONS TO THE APPROVED COOPERATIVE CAMPAIGN PLAN <i>(According to the format established in the technical and financial proposal)</i>	

Example:

PROGRAMMED TELEVISION GUIDELINE(Enter the information of the action(s) as indicated in the approved technical and financial proposal to be modified)

GENERAL INFORMATION										ADDITIONAL INFORMATION (**)								INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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GUIDELINE (Indicate type of media outlet) PROPOSAL (Provide information on the proposed action(s), according to the format established in the technical and financial proposal)

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(*) To be completed in case of consortium.
(**) Only if you have a Media Center or if the media outlet is able to provide such information.

III. JUSTIFICATION FOR REPROGRAMMING AND MODIFICATION PROPOSAL	Date of request modification	Date of approval/ modification	Approved by	
			Full Name	Signature
(Add as many rows as needed)				

ANNEX No. 6
ACTIVITY AND EXPENSE REPORT
INTERNATIONAL STRATEGIC ALLIANCE AGREEMENT/SERVICE ORDER No. _____
JOINT ADVERTISING CAMPAIGN ABROAD

I. NAME OF COMPANY (OR CONSORTIUM)	II. REPORT PERIOD	III. INVOICE DETAILS										
	From (dd/mm/yyyy) to (dd/mm/yyyy)	Invoice No.	Amount	Currency								
IV. COMMERCIAL RESULTS OF CAMPAIGN												
Metrics	During the period indicated in item II			Planned target value for the execution period	Percentage variation (of the obtained result against the planned target value)							
	Attributable to the campaign	Other	Total									
4.1. Passengers with international airline tickets to Peru												
a) Number of passengers with international airline tickets to Peru that you mobilized and/or will mobilize (round trip)												
4.1.1. Number of passengers with international airline tickets to Peru by city of origin												
a) City of origin 1: _____												
b) City of origin 2: _____												
c) City of origin 3: _____												
d) Other: _____												
4.1.2. Number of passengers with international airline tickets to Peru by city of destination												
a) City of destination 1: _____												
b) City of destination 2: _____												
c) City of destination 3: _____												
d) Other: _____												
4.2. Package tours to Peru												
a) Number of passengers with package tours to Peru that include international airline tickets that you mobilized or will mobilize (round trip)												
b) Number of passengers with package tours to Peru that do not include international airline tickets that you mobilized or will mobilize												
4.2.1. Number of package tours to Peru by city of origin												
a) City of origin 1: _____												
b) City of origin 2: _____												
c) City of origin 3: _____												
d) Other: _____												
4.2.2. Number of package tours to Peru by city of destination												
a) City of destination 1: _____												
b) City of destination 2: _____												
c) City of destination 3: _____												
d) Other: _____												
4.3. Average cost of international airline tickets and/or package tours												
a) Average cost of international airline tickets to Peru ____ <i>[Indicate currency]</i> (round trip)												
b) Average cost of package tours to Peru that include international airline tickets ____ <i>[Indicate currency]</i> (round trip)												
c) Average cost of package tours to Peru that do not include international airline tickets ____ <i>[Indicate currency]</i>												
V. TRAVEL PERIOD FOR CAMPAIGN SALES <i>(Mark with an X the applicable months)</i>												
Number of confirmed reservations	Travel period for campaign sales											
Sales period for campaign	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25
5.1. July 2024												
5.2. August 2024												
5.3. September 2024												
5.4. October 2024												
5.5. November 2024												
5.6. December 2024												

5.7. January 2025												
5.8. February 2025												
5.9. March 2025												
5.10. April 2025												
5.11. May 2025												
5.12. Jun 2025												

VI. DESTINATIONS CONSIDERED IN THE CAMPAIGN (According to the advertising exposure they received, they must add up to 100%)											
Destination	%	Destination	%	Destination	%	Destination	%	Destination	%	Destination	%
6.1. Amazonas		6.6. Cajamarca		6.11. Ica		6.16. Loreto		6.21. Puno			
6.2. Áncash		6.7. Callao		6.12. Junín		6.17. Madre de Dios		6.22. San Martín			
6.3. Apurímac		6.8. Cusco		6.13. La Libertad		6.18. Moquegua		6.23. Tacna			
6.4. Arequipa		6.9. Huancavelica		6.14. Lambayeque		6.19. Pasco		6.24. Tumbes			
6.5. Ayacucho		6.10. Huánuco		6.15. Lima		6.20. Piura		6.25. Ucayali			

VII. ADVERTISING RESULTS OF CAMPAIGN			
Metrics	During the period indicated in item II	Planned target value for the execution period	Percentage variation (of the obtained result against the planned target value)
7.1. Total reach obtained			
7.2. Total impacts and impressions obtained			
7.3. (Add as many rows as needed)			

VIII. CONCLUSIONS

IX. RECOMMENDATIONS

X. EXECUTED COOPERATIVE CAMPAIGN PLAN

10.1. TELEVISION GUIDELINE

GENERAL INFORMATION										ADDITIONAL INFORMATION (**)								INVESTMENT				SCHEDULE																	
No.	Name of media outlet	Geographic al coverage	Signal	Program	Format	Duration (sec.)	Block/Hour	No. of days	No. of ads	Reach (%)	Reach	Impacts	Rating (%)	Trps	CPM	SOV (%)	SOI (%)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025											
																						Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun						
																						(Mark with an X the months with activity)																	
(Add as many rows as needed)										SUBTOTAL 2024																													
										SUBTOTAL 2025																													
										GRAND TOTAL																													

10.2. RADIO GUIDELINE

GENERAL INFORMATION										ADDITIONAL INFORMATION (**)								INVESTMENT				SCHEDULE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
No.	Name of media outlet	Geographic al coverage	Signal	Program	Format	Duration (sec.)	Block/Hour	No. of days	No. of ads	Reach (%)	Reach	Impacts	Rating (%)	Trps	CPM	SOV (%)	SOI (%)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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10.3. PRESS GUIDELINE

GENERAL INFORMATION										ADDITIONAL INFORMATION (**)						INVESTMENT				SCHEDULE														
No.	Name of media outlet	Geographic al coverage	Type of publication	Format	Section	Location (page No.)	Measurements (width x height)	No. of readers	No. of ads	Reach (%)	Reach	Impacts	CPM	SOV (%)	SOI (%)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025								
																				Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun			
																				(Mark with an X the months with activity)														
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									GRAND TOTAL																									

10.4. DIGITAL GUIDELINE

GENERAL INFORMATION														ADDITIONAL INFORMATION (**)				INVESTMENT				SCHEDULE												
No.	Name of media outlet	Type of media support	Target	Format	Segmentation	Geographical coverage	Location	Type of buying (CPC/CPM/CPV/Other)	Rate	No. of days	Impressions	Clicks/Views/Other	CTR/VTR/CTOR/Other	Reach (%)	Reach	SOV (%)	SOI (%)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024					Year 2025							
																						Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun	
																						(Mark with an X the months with activity)												
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										SUBTOTAL 2024																								
										SUBTOTAL 2025																								
										GRAND TOTAL																								

(*) To be completed in case of consortium.
(**) Only if you have a Media Center or if the media outlet is able to provide such information.

10.5. OUTDOOR AND INDOOR GUIDELINE

GENERAL INFORMATION									ADDITIONAL INFORMATION (**)						INVESTMENT				SCHEDULE											
No.	Name of media outlet	Location	No. of media supports	Format	Duration (sec.) (****)	Measurements (width x height)	No. of days	No. of ads	Reach (%)	Reach	Impacts	CPM	SOV (%)	SOI (%)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025					
																			Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun
																			(Mark with an X the months with activity)											
(Add as many rows as needed)																														
									SUBTOTAL 2024																					
									SUBTOTAL 2025																					
									GRAND TOTAL																					

10.6. MOVIE GUIDELINE

GENERAL INFORMATION									ADDITIONAL INFORMATION (**)						INVESTMENT				SCHEDULE											
No.	Name of media outlet	Location	Attendance	No. of venues	No. of days	Format	Duration (sec.) (****)	No. of ads	Reach (%)	Reach	Impacts	CPM	SOV (%)	SOI (%)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025					
																			Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun
																			Mark with an X the months with activity											
(Add as many rows as needed)																														
									SUBTOTAL 2024																					
									SUBTOTAL 2025																					
									GRAND TOTAL																					

10.7. FAM TRIPS

GENERAL INFORMATION							INVESTMENT				SCHEDULE													
No.	Trip objective	Guest profile	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)		Visited destinations	No. of days travelled	No. of participants (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025						
			Concept	%								Jul	Ago	Sep	Oct	Nov	Dic	Ene	Feb	Mar	Abr	May	Jun	
												(Mark with an X the months with activity)												
(Add as many rows as needed)																								
						SUBTOTAL 2024																		
						SUBTOTAL 2025																		
						GRAND TOTAL																		

10.8. PRESS TOURS

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No.	Name of media outlet	Geographic al coverage	Section or program	No. of readers/vie wers/follo wers	Guest profile	Audience profile	No. of publications		Impacts (**)	Cost structure (mention general concepts and percentage distribution, it must add up to 100%) (*****)	Visited destination s	No. of days travelled	No. of participant s (*****)	Company Name (*)	Company Amount	PROMPERÚ Amount	Total	Year 2024						Year 2025																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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(*) To be completed in case of consortium.

(**) Only if you have a Media Center or if the media outlet is able to provide such information.

(****) To be completed in case of a format with digital display.

(*****) Only one representative designated by PROMPERÚ and one representative from the ally will join the trip and will be included in the entire travel itinerary.

(***** General concepts: airline tickets (international and domestic), internal transfers, lodging, meals, entrance fees to attractions, guides, insurance, etc.

10.9. BLOGGER TRIPS

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(*) To be completed in case of consortium.
(**) For digital media, indicate the number of impressions.
(***) Include the social media platforms where publications were made for the campaign, as well as the metrics for each social
(****) It must not exceed the campaign execution period established in the approved technical and financial proposal or in the reprogramming and/or modifications duly approved by PROMPERÚ.
(*****) Only one representative designated by PROMPERÚ and one representative designated by the ally will join the trip and will be included in the entire travel itinerary.
(*****) General concepts: airline tickets (international and domestic), internal transfers, lodging, meals, entrance fees to attractions, guides, insurance, etc.

Signature of legal representative

Date: ____/____/____