

## EXPRESSION OF INTEREST FOR THE SUPPLY OF WALL BRANDING & BILLBOARD LEASE SERVICES ACROSS THE COUNTRY

We are looking to engage suppliers who are interested in providing out of home (OOH) advertising sites for lease. The suppliers will be expected to provide the services below to support Safaricom Ethiopia Plc meet and surpass its corporate and commercial objectives.

Required Services include.

- Wall branding & billboards
- Digital Screens
- Transit Media

### EOI REQUIREMENTS

If you are interested and capable of providing this scope of services, please send your expression of interest with the following:

1. Expression of Interest letter duly dated signed and stamped.
2. Proposal clearly showing the following: -
  - a) Hold & operate a minimum five (5) sites across the country
  - b) Firm's detailed company profile containing Number of sites and locations across the country,
  - c) Within the scope mentioned above, a list of clients you have worked with
  - d) Availability & adherence of a health and safety policy
  - e) Provide at least three (3) reference letters from clients where your firm has provided work with
  - f) Provide copies of any relevant accreditation and/or affiliation or associations that your company has
  - g) Provide details of your firm's applicable procedures that you undertake to guarantee integrity, confidentiality, and security.
  - h) Printing Capability/capacity
  - i) Flighting lead-time
  - j) Valid business license and tax certificates
  - k) Capacity to build new sites and innovate

### SUBMISSION OF RESPONSES

Interested suppliers should submit their response to the following email address [brand.marketing@safaricom.et](mailto:brand.marketing@safaricom.et) no later than **Friday, June 10, 2022, at 5:00 pm (GMT+3)**.

- **All submissions to email must be less than 20MB, and if larger should be shared on a google drive**

### NEXT STEPS

Once the responses are received, the process will follow the steps below:

- Review of Expression of Interest Submissions.
- Prequalification of shortlisted suppliers.
- Issuing of tender to shortlisted prequalified suppliers.

### NOTE

Safaricom Ethiopia reserves, at its sole discretion, the right to select or reject, either in totality or partially, any or all proposals made in the context of this EOI. Any such decisions made will be final and no correspondence will be engaged in, other than for informing the bidders of the outcome of the process. Safaricom Ethiopia and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the documents and information submitted in connection with this application.