



## Amendment 1

This Amendment 1 ("Amendment 1") dated December 19, 2018 ("Amendment Effective Date") supplements and amends the Addendum to the Letter of Agreement – COE Forum by between EAB Global, Inc. ("EAB"), successor in interest to The Advisory Board Company, and Texas A&M University ("Client" or "you") (each of EAB and Client, a "Party" and collectively, the "Parties") dated November 21, 2017 (the "Addendum"). Capitalized terms not otherwise defined herein shall have the meanings ascribed to them in the Addendum.

The following amendments and modifications are hereby made a part of the Addendum.

1. Article I(C) (Adult Learner Lead Generation) is hereby amended to replace the last sentence in its entirety to read as follows:  
"Client's Adult Learner Lead Generation will begin in Spring 2018 and conclude by June 2021."
2. Article I(D) (Application Marketing Program) is hereby amended to replace the seventh bullet point with the following:
  - The deployment of Client's Application Marketing Program will begin in Spring 2018 and will conclude by June 2021.
3. Article II (Summary of Costs) is hereby amended to replace the tables and paragraphs following the tables in their entirety with the following:

### FY 2018

Program	Quantities	Program Costs	Estimated Postage Costs	Estimated Media Costs	Estimated List Costs
FY 2018 Lead Generation Additional Costs	20,000	\$13,860	\$3,671	\$1,800	
FY 2018 Application Marketing Pass-through Costs			\$18,864	\$1,069	\$22,313
<b>Total Costs</b>		<b>\$13,860</b>	<b>\$22,535</b>	<b>\$2,869</b>	<b>\$22,313</b>

### FY 2019

Program	Quantities	Program Costs	EAB Investments	Net Program Costs	Estimated Postage Costs	Estimated Media Costs	Add'l Program Cost/M	Add'l Postage Cost/M	Add'l Media Cost/M	Estimated List Costs
<b>LEAD GENERATION</b>										
<u>Data-Driven Audience Generation</u>										
Affinity Models	2									
Total High Affinity Audience	140,000									
Total Audience	140,000									
<u>Multichannel Marketing</u>										
<i>High Affinity Audience Receives the Following:</i>										
Direct Mail	140,000									
Landing Pages	2									
<b>Total Lead Generation</b>		<b>\$282,140</b>	<b>(\$88,800)</b>	<b>\$193,340</b>	<b>\$25,699</b>	<b>\$12,600</b>			<b>\$90</b>	
<b>Application Marketing</b>										
Inquiry Pool & Deferrals	4,000									
Test-Based Names	32,000									
Undergraduates and Young Alumni	10,000									
<b>Total Application Marketing</b>	<b>46,000</b>	<b>\$174,540</b>	<b>(\$4,920)</b>	<b>\$169,620</b>	<b>\$8,443</b>		<b>\$3,225</b>	<b>\$183</b>		<b>\$22,313</b>
<b>Web Application</b>	<b>1</b>	<b>\$17,930</b>	<b>(\$17,930)</b>	<b>\$0</b>						
<b>EAB Investment</b>			<b>(\$45,600)</b>	<b>(\$45,600)</b>						
<b>Total Costs</b>		<b>\$474,610</b>	<b>(\$157,250)</b>	<b>\$317,360</b>	<b>\$34,142</b>	<b>\$12,600</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$22,313</b>

## FY 2020

Program	Quantities	Program Costs	EAB Investments	Net Program Costs	Estimated Postage Costs	Estimated Media Costs	Add'l Program Cost/M	Add'l Postage Cost/M	Add'l Media Cost/M	Estimated List Costs
<b>LEAD GENERATION</b>										
<u>Data-Driven Audience Generation</u>										
Affinity Models	2									
Total High Affinity Audience	140,000									
Total Audience	140,000									
<u>Multichannel Marketing</u>										
High Affinity Audience Receives the Following:										
Direct Mail	140,000									
Landing Pages	2									
<b>Total Lead Generation</b>		<b>\$288,400</b>	<b>(\$86,520)</b>	<b>\$201,880</b>	<b>\$26,414</b>	<b>\$14,000</b>			<b>\$100</b>	
<b>Application Marketing</b>										
Inquiry Pool & Deferrals	4,000									
Test-Based Names	32,000									
Undergraduates and Young Alumni	10,000									
<b>Total Application Marketing</b>	<b>46,000</b>	<b>\$190,100</b>	<b>(\$10,530)</b>	<b>\$179,570</b>	<b>\$8,696</b>		<b>\$3,513</b>	<b>\$188</b>		<b>\$22,982</b>
<b>Web Application</b>	<b>1</b>	<b>\$19,010</b>	<b>(\$19,010)</b>	<b>\$0</b>						
<b>EAB Investment</b>			<b>(\$50,020)</b>	<b>(\$50,020)</b>						
<b>Total Costs</b>		<b>\$497,510</b>	<b>(\$166,080)</b>	<b>\$331,430</b>	<b>\$35,110</b>	<b>\$14,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$22,982</b>

## FY 2021

Program	Quantities	Program Costs	EAB Investments	Net Program Costs	Estimated Postage Costs	Estimated Media Costs	Add'l Program Cost/M	Add'l Postage Cost/M	Add'l Media Cost/M	Estimated List Costs
<b>LEAD GENERATION</b>										
<u>Data-Driven Audience Generation</u>										
Affinity Models	2									
Total High Affinity Audience	140,000									
Total Audience	140,000									
<u>Multichannel Marketing</u>										
High Affinity Audience Receives the Following:										
Direct Mail	140,000									
Landing Pages	2									
<b>Total Lead Generation</b>		<b>\$303,100</b>	<b>(\$90,930)</b>	<b>\$212,170</b>	<b>\$27,316</b>	<b>\$14,420</b>			<b>\$103</b>	
<b>Application Marketing</b>										
Inquiry Pool & Deferrals	4,000									
Test-Based Names	32,000									
Undergraduates and Young Alumni	10,000									
<b>Total Application Marketing</b>	<b>46,000</b>	<b>\$201,580</b>	<b>(\$16,470)</b>	<b>\$185,110</b>	<b>\$8,957</b>		<b>\$3,725</b>	<b>\$194</b>		<b>\$23,671</b>
<b>Web Application</b>	<b>1</b>	<b>\$20,160</b>	<b>(\$20,160)</b>	<b>\$0</b>						
<b>EAB Investment</b>			<b>(\$52,770)</b>	<b>(\$52,770)</b>						
<b>Total Costs</b>		<b>\$524,840</b>	<b>(\$180,330)</b>	<b>\$344,510</b>	<b>\$36,273</b>	<b>\$14,420</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>\$23,671</b>

Add'l Program Cost/M, Add'l Postage Cost/M, and Add'l Media Cost/M will be applied if the actual quantity volumes are higher than those included in the tables above.

The estimated postage and media costs are based on then-current available postage or media rates. In the event that actual postage and/or media costs are greater than the estimated postage and/or media costs, EAB will invoice Client for the difference. Estimated postage and/or media costs in excess of the actual postage and/or media costs will be applied as credit to other services in the current or next fiscal year as agreed upon by EAB and Client, unless client requests a refund of such excess postage and/or media costs.

Client will incur the estimated list costs in the above tables, which will be invoiced directly by, and should be paid directly to, the list providers.

4. Article III (Payment Terms) is hereby amended to replace the tables in their entirety with the following:

**FY 2018**

<b>First Installment In December 2017</b>	<b>Program Costs</b> \$239,888	<b>Postage</b> \$17,252	<b>Media</b> \$13,500	<b>Total Invoice</b> \$270,640	<b>Status</b> Paid	
<b>Second Installment In January 2018</b>	<b>Program Costs</b> \$79,962	-	<b>Media</b> \$6,750	<b>Total Invoice</b> \$86,712	<b>Status</b> Paid	
<b>Thlrld Installment In April 2018</b>	-	-	<b>Media</b> \$6,750	<b>Total Invoice</b> \$6,750	<b>Status</b> Paid	
<b>Fourth Installment In November 2018</b>	<b>Program Costs</b> \$13,860	<b>Postage</b> \$22,535	<b>Media</b> \$2,869	<b>Total Invoice</b> \$39,264	<b>Credit from 2018 Paid Invoices</b> (\$210)	<b>Net Total Invoice</b> \$39,054

**FY 2019**

<b>First Installment In January 2019</b>	<b>Program Costs</b> \$317,160	<b>Postage</b> \$34,132	<b>Media</b> \$12,600	<b>Total Invoice</b> \$363,892	<b>Credit from 2018 Paid Invoices</b> (\$363,892)	<b>Net Total Invoice</b> \$0
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**FY 2020**

<b>First Installment In July 2019</b>	<b>75% Program Costs</b> \$248,573	<b>100% Postage</b> \$35,110	<b>100% Media</b> \$14,000	<b>Total Invoice</b> \$297,683
<b>Second Installment In January 2020</b>	<b>25% Program Costs</b> \$82,857	-	-	<b>Total Invoice</b> \$82,857

**FY 2021**

<b>First Installment In July 2020</b>	<b>75% Program Costs</b> \$258,383	<b>100% Postage</b> \$36,273	<b>100% Media</b> \$14,420	<b>Total Invoice</b> \$309,076
<b>Second Installment In January 2021</b>	<b>25% Program Costs</b> \$86,127	-	-	<b>Total Invoice</b> \$86,127

In all other respects, the Addendum, as amended, is hereby ratified and confirmed and shall remain in full force and effect. In the event of a conflict between this Amendment 1 and the Addendum or any other prior Amendments thereto, then this Amendment 1 will control.

This Amendment 1 may be signed using one or more counterparts. The multiple executed copies together will be considered an original and will be binding on the parties.

ACKNOWLEDGED AND AGREED

EAB GLOBAL, INC.

TEXAS A&M UNIVERSITY

By: \_\_\_\_\_  
Name: Brian Bonduant  
Title: C-toller  
Date: 2/25/19

By: \_\_\_\_\_  
Name: Dr. Carol A. Fierke  
Title: Provost and Executive Vice President  
Date: 2/22/19