

658159-2026 - Concurso

Dinamarca – Serviços de TI: consultoria, desenvolvimento de software, Internet e apoio – CRM & Broadcast

OJ S 185/2026 24/09/2026

Anúncio de concurso ou de concessão – regime normal

Serviços

1. Adquirente

1.1. Adquirente

Nome oficial: Metroselskabet I/S

Correio eletrónico: jds@m.dk

Forma jurídica do adquirente: Organismo de direito público

Atividade da autoridade adjudicante: Serviços públicos das administrações públicas

Atividade da entidade adjudicante: Serviços urbanos de caminho de ferro, de elétricos, de tróleys ou de autocarros

2. Procedimento

2.1. Procedimento

Título: CRM & Broadcast

Descrição: This tender seeks an integrated platform for Customer Relationship Management & Broadcast System for OOH and DOOH for Metroselskabet I/S. Metroselskabet is issuing this tender for a strategically important contract with a total duration of 12 years, with the possibility of extending the contract by three additional 12-month periods. The purpose is to establish a stable, long-term foundation for Metroselskabet's commercial activities and to ensure continuity, consistency and sustained commercial value over time. A long-term and robust and sustainable contractual framework is considered essential to enable the successful development and implementation of commercial initiatives, while ensuring that the necessary knowledge, expertise and relationships can be maintained throughout the contract period.

Identificador do procedimento: 75f5f58f-2fbb-4145-99e7-ed46f2c0000a

Tipo de procedimento: Limitado

O procedimento é acelerado: não

Principais características do processo: The main features of the procedure. The procedure comprises a pre-qualification stage, during which the Contracting Authority intends to pre-qualify a total of three (3) suitable candidates for the subsequent process. The subsequent process will consist of up to three rounds in which tenders may be submitted: (1) an initial tender, (2) a revised tender, and (3) a further revised tender. The Contracting Authority reserves the right to award the contract after the submission of the first revised tender. Following each tender round, a negotiation round will be conducted during which the Contracting Authority will provide feedback to the tenderers. The purpose of the feedback is to facilitate the submission of tenders of the highest possible quality.

2.1.1. Finalidade

Natureza do contrato: Serviços

Classificação principal (cpv): 72000000 Serviços de TI: consultoria, desenvolvimento de software, Internet e apoio

Classificação adicional (cpv): 72260000 Serviços relacionados com software, 48000000 Pacotes de software e sistemas de informação, 48481000 Pacote de software para vendas ou marketing, 48783000 Pacote de software para gestão de conteúdos, 48445000 Pacote de software para gestão da relação com os clientes

2.1.2. Local de execução

Cidade: København

Subdivisão do país (NUTS): Byen København (DK011)

País: Dinamarca

Informações adicionais: Among the applicants who (i) are not subject to any grounds for exclusion and (ii) satisfy the minimum requirements for economic and financial capacity and technical and professional capacity (suitable applicants), cf. section 5.1.9, Metroselskabet will select three (3) suitable applicants to be invited to participate in the Tender, cf. section 5.1.9.

2.1.3. Valor

Valor estimado, sem IVA: 2 000 000,00 EUR

2.1.4. Informações gerais

Base jurídica:

Diretiva 2014/25/UE

2.1.6. Motivos de exclusão

Fontes dos motivos de exclusão: Anúncio

Participação numa organização criminosa: As defined in Article 2 of Council Framework Decision 2008/841/JHA of 24 October 2008 on the fight against organised crime (OJ L 300, 11.11.2008, p. 42). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022

Corrupção: As defined in Article 3 of the Convention on the fight against corruption involving officials of the European Communities or officials of Member States of the European Union, OJ C 195, 25.6.1997, p. 1, and in Article 2(1) of Council Framework Decision 2003/568/JHA of 22 July 2003 on combating corruption in the private sector (OJ L 192, 31.7.2003, p. 54). This exclusion ground also includes corruption as defined in the national law of the contracting authority (contracting entity) or the economic operator. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Fraude: Within the meaning of Article 1 of the Convention on the protection of the European Communities' financial interests (OJ C 316, 27.11.1995, p. 48). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Infrações terroristas ou infrações relacionadas com atividades terroristas: As defined in Articles 1 and 3 of Council Framework Decision of 13 June 2002 on combating terrorism (OJ L 164, 22.6.2002, p. 3). This exclusion ground also includes inciting or aiding or abetting or attempting to commit an offence, as referred to in Article 4 of that Framework Decision. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Branqueamento de capitais ou financiamento do terrorismo: As defined in Article 1 of Directive 2005/60/EC of the European Parliament and of the Council of 26 October 2005 on the prevention of the use of the financial system for the purpose of money laundering and terrorist financing (OJ L 309, 25.11.2005, p. 15). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Trabalho infantil e outras formas de tráfico de seres humanos: As defined in Article 2 of Directive 2011/36/EU of the European Parliament and of the Council of 5 April 2011 on preventing and combating trafficking in human beings and protecting its victims, and replacing Council Framework Decision 2002/629/JHA (OJ L 101, 15.4.2011, p. 1). The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable

documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Incumprimento da obrigação de pagamento das contribuições para a segurança social: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Incumprimento da obrigação de pagamento de impostos: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Intervenção direta ou indireta na preparação do presente procedimento de contratação: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Falsas declarações, ocultação de informações, incapacidade de fornecer os documentos exigidos ou obtenção de informações confidenciais sobre o presente procedimento: Can the economic operator confirm that: a) It has been guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria, b) It has withheld such information, c) It has not been able, without delay, to submit the supporting documents required by a contracting authority or contracting entity, and d) It has undertaken to unduly influence the decision making process of the contracting authority or contracting entity, to obtain confidential information that may confer upon it undue advantages in the procurement procedure or to negligently provide misleading information that may have a material influence on decisions concerning exclusion, selection or award? The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state,

corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Falta profissional grave: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Ativos sob gestão por um liquidatário: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Situação análoga, como falência ao abrigo da legislação nacional: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Atividades suspensas: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153

and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022

Insolvência: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Falência: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Acordo com os credores: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Motivos relacionados com a insolvência, os conflitos de interesses ou uma falta profissional: This information needs not be given if exclusion of economic operators in this case has been made mandatory under the applicable national law without any possibility of derogation where the economic operator is nevertheless able to perform the contract. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Violação das obrigações no domínio da legislação laboral: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Violação das obrigações no domínio da legislação ambiental: As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Violação das obrigações no domínio da legislação social: As referred to for the purposes of this procurement in national law, in the relevant notice or the procurement documents or in Article 18(2) of Directive 2014/24/EU. The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022.

Acordos com outros operadores económicos com o objetivo de distorcer a concorrência: The information provided in Part III of the ESPD constitutes preliminary documentation that the applicant is not subject to any of the grounds for exclusion, cf. section 1.6 above. The applicant must, upon request by Metroselskabet, provide final documentation in the form of: (i) for applicants established in Denmark, a certificate (serviceattest) issued by the Danish Business Authority; (ii) for applicants established in another EU/EEA member state, corresponding documentation as indicated in eCertis; and (iii) for applicants established outside the EU/EEA, comparable documentation, in each case in accordance with section 153 and section 152, subs. 3 of the Danish Public Procurement Act (Act No. 1564 of 15 December 2015 with subsequent amendments), cf. section 12 of Executive Order No. 1078 of 29 June 2022

5. Lote

5.1. Lote: LOT-0001

Título: CRM and Broadcast

Descrição: This tender presents an opportunity for potential tenderers to bid for the contract regarding Metroselskabets new CRM and Broadcast-solution (the solution). Metroselskabet needs an integrated platform to support the commercial and operational management of its DOOH and OOH advertising business across the Copenhagen Metro. Metroselskabet is in the process of bringing the commercial management of advertising activities across the Copenhagen Metro in-house. These activities have previously been managed externally, and the transition therefore involves establishing the necessary internal organization, processes, systems and capabilities to enable Metroselskabet to take direct responsibility for its advertising business. The procurement of the solution is a key part of this transition. The Solution is expected to provide the technological foundation for Metroselskabet's future advertising operations and support the new organization in managing the advertising value chain efficiently and consistently from sales through campaign execution and follow-up. The Customer seeks a standard, cloud-based platform that enables Metroselskabet to manage its advertising business from end to end. The Solution is expected to provide the commercial team with the tools needed to manage customers and sales opportunities, prepare quotations, check available advertising inventory, agree on pricing and book campaigns. Once a campaign is sold, the same Solution is expected to support campaign planning, creative handling and approval, scheduling and broadcasting, followed by monitoring of campaign delivery, Proof-of-Play, invoicing-basis and reporting. The Solution is expected to provide a connected workflow between these activities, ensuring that information established during the sales process can be used directly in subsequent planning, execution and reporting without unnecessary re-entry or manual transfer of data.

5.1.1. Finalidade

Natureza do contrato: Serviços

Classificação principal (cpv): 72000000 Serviços de TI: consultoria, desenvolvimento de software, Internet e apoio

Classificação adicional (cpv): 72260000 Serviços relacionados com software, 48000000 Pacotes de software e sistemas de informação, 48481000 Pacote de software para vendas ou marketing, 48783000 Pacote de software para gestão de conteúdos, 48445000 Pacote de software para gestão da relação com os clientes

Opções:

Descrição das opções: Possibility of extension of the contract by three additional 12-month periods.

5.1.2. Local de execução

Cidade: Copenhagen

Subdivisão do país (NUTS): Byen København (DK011)

País: Dinamarca

5.1.3. Duração estimada

Duração: 15 Anos

5.1.4. Renovação

Renovações máximas: 3

5.1.5. Valor

Valor estimado, sem IVA: 2 000 000,00 EUR

5.1.6. Informações gerais

Participação reservada:

A participação não está reservada.

Há que indicar os nomes e as qualificações profissionais do pessoal encarregado da execução do contrato: Requisito na proposta

Projeto de contratação pública não financiado por fundos da UE

O concurso é abrangido pelo Acordo sobre Contratos Públicos (ACP): sim

Este concurso também é adequado para as pequenas e médias empresas (PME): não

Informações adicionais: Ad section 5.1.5 :The indicated contract value is estimated.

REQUEST FOR SUPPLEMENTARY INFORMATION AND DOCUMENTATION:

Metroselskabet reserves the right to request applicants to supplement, clarify or complete the application for prequalification, including the information and documentation submitted in relation to the grounds for exclusion, the minimum requirements and the selection criterion, within an appropriate time limit, in accordance with article 76(4) of the Utilities Directive (Directive 2014/25/ EU).

NOTIFICATION OF PREQUALIFICATION: All applicants will, in accordance with section 2(2)(1) of the Danish Complaints Board for Public Procurement Act (Act No. 492 of 12 May 2010 with subsequent amendments) (lov om Klagenævnet for Udbud), simultaneously and in writing be notified of the decision taken regarding selection of applicants.

QUESTIONS AND ANSWERS Any questions regarding the prequalification phase must be uploaded to Metroselskabet's procurement portal (Byggeprojekt). Questions will be answered on an ongoing basis and as soon as possible. Questions must be submitted no later than the deadline stated in the Tender Conditions. Unless the nature of the question precludes Metroselskabet from answering the question no later than 6 calendar days before the expiry of the prequalification deadline. Questions submitted after the above deadline, but earlier than 6 calendar days before the expiry of the prequalification deadline, will also be answered, unless the nature of the question precludes Metroselskabet from providing an answer no later than 6 calendar days before the expiry of the prequalification deadline. Questions submitted later than 6 calendar days before the expiry of the prequalification deadline cannot be expected to be answered. The answers will be published in anonymized form in Byggeprojekt.

REQUIREMENTS FOR APPLICATION FOR PREQUALIFICATION Applications for prequalification must be submitted by uploading a completed ESPD. The ESPD has been generated and published in Metroselskabet's procurement portal in Byggeprojekt together with the other parts of the tender material. Reference is made to the Danish Competition and Consumer Authority's "Guide til ESPD – Det fælles europæiske udbudsdokument", which contains guidance on completing the ESPD: <https://www.kfst.dk/vejledninger/kfst/dansk/2020/20203108espddetfaelleseuropaeiskeudbudsdokument/> If the applicant is a consortium or similar, and/or if the applicant relies on supporting entities, a consortium declaration and/or a declaration of support, as applicable, must also be uploaded for the relevant undertakings.

APPLICATIONS FROM CONSORTIA OR SIMILAR If the applicant is a consortium or similar grouping of undertakings (a "consortium"), the applicant must indicate this in Part II, Section A of the ESPD. Each participant in the consortium must complete and upload an ESPD as described above. The participants in the consortium must furthermore complete and sign a consortium declaration, corresponding to the template in the Tender Conditions, whereby the consortium participants assume joint and several and unlimited liability for the performance of the contract if the contract is awarded to the consortium. The applicant is not required to use the template, but since the declaration to be submitted must have the same content as the template, the applicant is encouraged to do so.

APPLICATIONS BASED ON SUPPORTING ENTITIES If the applicant relies on the economic and financial capacity and/or the technical and professional capacity of supporting entities, such as a parent company, a subcontractor or similar, the applicant must indicate this in Part II, Section C of the ESPD. Each of these supporting entities must complete and upload an ESPD as described above. As part of the application for prequalification, the applicant must furthermore upload a signed declaration of support in accordance with article 79, subs. 1 of the Utilities Directive (Directive 2014/25/EU),

corresponding to the templates in the Instructions to Tenderers, from each of the supporting entities on which the applicant relies. The applicant is not required to use the template but since the declaration(s) to be submitted must have the same content as the template, the applicant is encouraged to do so. REJECTION OF APPLICANTS ESTABLISHED IN TAX HAVENS Metroselskabet will exclude applicants established in a country that is included in the EU list of non-cooperative jurisdictions for tax purposes and has not acceded to the WTO's Government Procurement Agreement or other trade agreements that oblige Denmark to open the market for public procurement to applicants established in that country.

5.1.9. Critérios de seleção

Fontes dos critérios de seleção: Anúncio

Critério: Faturamento médio anual

Descrição do critério de seleção: If the tenderer is a consortium, or if compliance with the minimum requirements set out below is based on the financial capacity of a third party, compliance will be assessed on a consolidated basis. Minimum requirements for economic and financial standing: • Turnover: o The applicant must, in each of the last three available financial years, have achieved an annual total turnover of at least DKK 2 million.

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Critério: Outros requisitos económicos ou financeiros

Descrição do critério de seleção: If the tenderer is a consortium, or if compliance with the minimum requirements set out below is based on the financial capacity of a third party, compliance will be assessed on a consolidated basis. Minimum requirements for economic and financial standing: • Equity: o The tenderer's equity must, in the most recently completed financial year, have had a positive equity.

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Critério: Outros requisitos económicos ou financeiros

Descrição do critério de seleção: If the tenderer is a consortium, or if compliance with the minimum requirements set out below is based on the financial capacity of a third party, compliance will be assessed on a consolidated basis. Minimum requirements for economic and financial standing: • Ratio of solvency: o The tenderer must have a solvency ratio of at least 10 % in the last available financial year

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Critério: Outros requisitos económicos ou financeiros

Descrição do critério de seleção: If the applicant relies on one or more other economic entities to meet the minimum requirements for annual turnover, positive equity and ratio of solvency, such entities must also be disclosed. Information regarding the applicant's equity shall be submitted in the ESPD. The supporting entity must submit an ESPD containing information on equity. Furthermore, the application must include a commitment letter from any supporting economic entities. If a request for prequalification is submitted by a consortium or joint venture, an ESPD containing the above financial and economic information must be submitted for each participant in the consortium or joint venture.

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Critério: Referências sobre serviços especificados

Descrição do critério de seleção: For the Contracting Authority to assess minimum requirements and selection of applicants the applicant must complete the ESPD and submit minimum one (1) and up to five (5) references. The references must relate to contracts performed within the past three years. Up to two (2) of the references may concern ongoing contracts. An ongoing contract means a contract that has been entered into but has not yet been completed. The three-year period is calculated from the completion of the referenced contract or assignment to the date of publication of this Tender. Comparable solutions mean solutions within the relevant field comprising the delivery, implementation and/or operation of CRM and Broadcast solutions supporting OOH/DOOH media activities. For each reference, the following information must be provided: • Description of the solution and scope of the assignment; • Description of the Applicant's role and responsibilities; • Delivery and/or contract period. If an Applicant submits more than five (5) references, only the most recent references, calculated based on the commencement date of each reference, will be included in the assessment. Each reference may comprise a maximum of one (1) A4 page. If a reference exceeds one (1) A4 page, only the first page will be included in the assessment. Minimum requirements: 1. Relevant experience within the OOH and DOOH industry The Applicant shall demonstrate: • Minimum 3 years of experience with CRM and Broadcast systems within the OOH and/or DOOH advertising industry or similar industries. • Experience with the following deliveries supporting OOH/DOOH business processes: o Media sales and customer management; o Inventory and availability management; o Campaign planning and management; o Broadcasting and content distribution; o Playback monitoring and Proof-of-Play. 2. Relevant experience with integrated CRM and Broadcast solutions The Applicant shall demonstrate: • Experience with CRM and/or Broadcast solutions supporting end-to-end business processes and streamlined user workflows. • Experience with making functionality and information from CRM and Broadcast accessible through one coherent user interface /experience.

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Critério: Referências sobre serviços especificados

Descrição do critério de seleção: If more than three suitable Applicants are identified, Metroselskabet will select the three Applicants that have submitted and documented the most relevant references concerning the delivery and implementation of CRM and Broadcast solutions of a similar scope and complexity within the past three years. In the selection process, Metroselskabet will place particular emphasis on the extent to which the Applicants, through their references, can demonstrate experience with the following: • Experience with OOH/DOOH business processes, such as media sales, customer management, inventory, campaign management, broadcasting and Proof-of-Play. • Experience with integrating relevant commercial and operational systems, including exchange of data and functionality across different systems or platforms. • Experience with solutions providing users with coherent access to functionality and information originating from multiple systems. Metroselskabet will make an overall assessment of the relevance of the references. Where references are considered equally relevant, more recent references shall be given greater weight.

Os critérios serão utilizados para selecionar os candidatos a convidar para a segunda fase do concurso

Informações sobre a segunda fase de um procedimento de concurso em duas fases:

Número mínimo de candidatos a convidar para a segunda fase do procedimento: 2

Número máximo de candidatos a convocar para a segunda fase do procedimento: 3

O procedimento irá decorrer em fases sucessivas. Em cada fase, alguns participantes podem ser eliminados

5.1.10. Critérios de adjudicação

Critério:

Tipo: Preço

Descrição: The sub-criterion Price consists of the following sub-sub criteria: • Bid Price 1: CRM & Broadcast Systems Fee (Weighting 50% of 40%, corresponding to an overall weighting of 20%) • Bid Price 2: Implementation & Configuration (Weighting 20% of 40%, corresponding to an overall weighting of 8%) • Bid Price 3: SLA & Support (Weighting 20% of 40%, corresponding to an overall weighting of 8%) • Bid Price 4: Consultancy Rates (Weighting 10% of 40%, corresponding to an overall weighting of 4%)

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 40

Critério:

Tipo: Qualidade

Descrição: The sub-criteria Quality consists of the following sub-sub-criteria: • Criteria 1: Solution, Functional Fit & Usability (Weighting 40% of 60%, corresponding to an overall weighting of 24%) • Criteria 2: Architecture & Integration (Weighting 20% of 60%, corresponding to an overall weighting of 12%) • Criteria 3: Implementation & Configuration (Weighting 20% of 60%, corresponding to an overall weighting of 12%) • Criteria 4: Organization (Weighting 5% of 60%, corresponding to an overall weighting of 3%) • Criteria 5: Requirement Matrix (Weighting 15% of 60%, corresponding to an overall weighting of 9%)

Categoria do critério de adjudicação peso: Ponderação (percentagem, valor exato)

N.º do critério de adjudicação: 60

5.1.11. Documentos do concurso

Línguas em que os documentos do concurso estão oficialmente disponíveis: inglês

Línguas em que os documentos do concurso (ou as suas partes) estão oficiosamente disponíveis: inglês

Prazo para solicitar informações adicionais: 14/10/2026 23:59:59 (UTC+02:00) hora da Europa Oriental, hora de verão da Europa Central

Endereço dos documentos do concurso: https://app.byggeprojekt.dk/webapp/public/2158-CRM_&_Broadcast-systems

5.1.12. Condições do concurso

Condições de apresentação:

Apresentação por via eletrónica: Necessário

Endereço para apresentação: https://app.byggeprojekt.dk/webapp/public/2158-CRM_&_Broadcast-systems

Línguas em que podem ser apresentadas as propostas ou pedidos de participação: inglês

Catálogo eletrónico: Não autorizado

Variantes: Não autorizado

Os proponentes podem apresentar mais do que uma proposta: Não autorizado

Prazo para a receção dos pedidos de participação: 22/10/2026 12:00:00 (UTC+02:00) hora da Europa Oriental, hora de verão da Europa Central

Condições do contrato:

A execução do contrato tem de ser efetuada no âmbito de programas de emprego protegido: Não

Condições relacionadas com a execução do contrato: Please refer to the draft contract and its attachments for further details regarding the terms and conditions of performance.

Faturação eletrónica: Necessário

Serão utilizadas encomendas eletrónicas: não

Será utilizado o pagamento eletrónico: sim

Condições financeiras: Please refer to the draft contract and its attachments for further details regarding the financial terms, including payment terms.

5.1.15. Técnicas

Acordo-quadro:

Inexistência de acordo-quadro

Informações sobre o sistema de aquisição dinâmico:

Inexistência de sistema de aquisição dinâmico

5.1.16. Informações adicionais, mediação e recurso

Instância de recurso: Metroselskabet I/S - Danish Board of Complaints

Informações sobre os prazos de recurso: Metroselskabet I/S - Danish Board of Complaints

Information about review deadlines: In accordance with the Danish Complaints Board for Public Procurement Act (Act No. 492 of 12 May 2010 with subsequent amendments) (lov om Klagenævnet for Udbud), the following complaint deadlines apply to the procurement: Appeals regarding failure to become prequalified shall be submitted to the Danish Complaints Board for Public Procurement (Klagenævnet for Udbud) within 20 calendar days, counting from the date after Metroselskabet's dispatch of notification to the affected applicants regarding which applicants have been prequalified, when the notification is accompanied by a statement of reasons for the decision, cf. section 7(1) of the Danish Complaints Board for Public Procurement Act. Other appeals regarding the procurement procedure or decisions, e.g. award of the contract, shall be submitted to the Danish Complaints Board for Public Procurement within 45 calendar days, counting from the date after Metroselskabet's publication of a notice in the Official Journal of the European Union regarding the conclusion of a contract, cf. section 7(2)(1) of the Danish Complaints Board for Public Procurement Act. No later than simultaneously with the submission of a complaint to the Danish Complaints Board for Public Procurement, the complainant shall notify Metroselskabet in writing that a complaint is being submitted to the Danish Complaints Board for Public Procurement.

Organização que fornece informações adicionais sobre o processo de adjudicação:

Metroselskabet I/S

Organização que fornece acesso fora de linha aos documentos do concurso: Metroselskabet I/S

Organização que fornece mais informações sobre os procedimentos de recurso:

Metroselskabet I/S - Danish Competition and Consumer Agency

Organização que recebe pedidos de participação: Metroselskabet I/S

Organização responsável pelo tratamento das propostas: Metroselskabet I/S

8. Organizações

8.1. ORG-0003

Nome oficial: Metroselskabet I/S

Número de registo: 30823699

Endereço postal: Metrovej 5

Cidade: København S

Código postal: 2300

Subdivisão do país (NUTS): Byen København (DK011)

País: Dinamarca

Ponto de contacto: Jens Dlugosch Sonne

Correio eletrónico: jds@m.dk

Telefone: 72424984

Endereço Internet: www.m.dk

Perfil do adquirente: www.m.dk

Outros pontos de contacto:

Nome oficial: Danish Board of Complaints

Departamento: www.klfu.dk

Cidade: Viborg

Código postal: 8800

Subdivisão do país (NUTS): Nordjylland (DK050)

País: Dinamarca

Correio eletrónico: klfu@naevneneshus.dk

Telefone: 72405600

Endereço Internet: www.klfu.dk

Ponto terminal para o intercâmbio de informações (URL): www.klfu.dk

Outros pontos de contacto:

Nome oficial: Danish Competition and Consumer Agency

Departamento: www.kfst.dk

Endereço postal: Carl Jacobsens Vej 35 2500 Valby

Cidade: Valby

Código postal: 2500

Subdivisão do país (NUTS): Byen København (DK011)

País: Dinamarca

Correio eletrónico: kfst@kfst.dk

Telefone: 41715000

Endereço Internet: www.kfst.dk

Ponto terminal para o intercâmbio de informações (URL): www.kfst.dk

Funções desta organização:

Adquirente

Organização que fornece informações adicionais sobre o processo de adjudicação

Organização que fornece acesso fora de linha aos documentos do concurso

Organização que recebe pedidos de participação

Organização responsável pelo tratamento das propostas

Instância de recurso

Organização que fornece mais informações sobre os procedimentos de recurso

8.1. ORG-0000

Nome oficial: Publications Office of the European Union

Número de registo: PUBL

Cidade: Luxembourg

Código postal: 2417

Subdivisão do país (NUTS): Luxembourg (LU000)

País: Luxemburgo

Correio eletrónico: ted@publications.europa.eu

Telefone: +352 29291

Endereço Internet: <https://op.europa.eu>

Funções desta organização:

TED eSender

Informações sobre o anúncio

Identificador/versão do anúncio: d1e9208d-3c49-485c-85dd-ce6aa5b0202e - 01

Tipo de formulário: Concurso

Tipo de anúncio: Anúncio de concurso ou de concessão – regime normal

Subtipo de anúncio: 17

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