

<b>Company</b>	Innovative Hub (SG) Pte.Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Innovative Hub Digital Marketing Packages - Package 4-TikTok Creative Video Packages SMM + SMA
<b>Appointment Period</b>	13 March 2025 to 12 March 2026
<b>Extended Appointment Period<sup>2</sup></b>	13 March 2026 to 12 March 2027

**Standard Packaged Solution (ie. Minimum items to be purchased)**

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework		Per Report	1.00		
TikTok Creative Video Campaign Scope of Work: Total 10 Campaigns with Tiktok Creative Video. - Content formats (Tiktok Short Video) - Publish on 10 KOLs account. - Proposed #tag - Campaign details draft - Video to SKU link for direct purchase (if the SKU is available) - Video Post time management		Per Campaign	1.00		
Targeted KPIs: Total 100,000 Viewership. (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer) *KPIs varies on industry and campaign/promotion offer					
Management of TikTok Ads account Scope of Work: - Management of TikTok Ads account - Setup Ads campaign objective, demographics according to targeted viewers persona for the 3 TikTok Live-streaming campaign - Budget allocation and time slot setup - Tracking the performance of Ads spend and provide report according to client requirements Target ROAS: 100%-120%		Per Month	3.00		
Digital Assets Creation 10 Tiktok Video up to 1 min. -Copyright to use 3 months		Per package	1.00		
Review and recommendation		Per Setup	1.00		
Final Report		Per Setup	1.00		
Development and integration of leads management processes with existing business processes		Per Setup	1.00		
4) Training Handover Checklist Documentation		Per Setup	1.00		

5) Others Not Applicable					
<b>Total</b>				\$ 10,000.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

<sup>2</sup> As specified in the Letter of Appointment, IMDA may exercise the option to extend the Appointment Duration for an additional one-year ("Extended Appointment Period")

\* Qualifying cost refers to the supportable cost to be co-funded under the grant