| Company | pany Brew Interactive Pte. Ltd. | | | | |
|--|---|--|--|--|--|
| Digital Solution Name & Version Number. | DM LiteBrew Digital Marketing Package - Package 3 [SEO + Content Marketing] 4 | | | | |
| | months | | | | |
| Appointment Period | 09 January 2025 to 08 January 2026 | | | | |
| Extended Appointment Period ² | 09 January 2026 to 08 January 2027 | | | | |

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

| | Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|----|---|-------------------|------------|----------|------------------|------------------------|
| 1) | Software N/A | | N/A | 1.00 | | |
| 2) | Hardware Not Applicable | | | | | |
| 3) | Professional Services Needs Analysis * Kick-off Call, Business Needs Analysis/Survey, Competitor Analysis, Current and Projected Digital Asset Analysis | | per Report | 1.00 | | |
| | Strategy Development * Solution Proposal, Campaign Positioning and KPI Alignment, Keyword and Target Audience Research & Analysis | | per Report | 1.00 | | |
| | Campaign 1: SEO - 4 months Link Building for SEO * Keyword and backlink analysis * 18-30 links per month | | | | | |
| | Search Engines - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore AND | | per Month | 4.00 | | |
| | SEO KPIs (to be achieved by the end of the package period) * Core Vitals: Reduce load time and bounce rate * Impressions: +5% * Total Clicks: +10% * Organic Traffic: +5% * Organic Traffic Conversion (Leads): +2% of organic traffic leads | | | | | |
| | Review and recommendation * Monthly Performance Report with observation & recommendation * Comprehensive Campaign Review (upon completion) | | per Month | 4.00 | | |

| | Campaign 2: Content Marketing - 4 months Digital Content Creation * Up to 1 article per month * Up to 1000 words per article * Up to 1 stock image * Design and layout of content * 2 rounds of revisions and final approval * Option to post directly to client CMS | per Month | 4.00 | | | | |
|----|---|------------|-------|-----------------|----|-----------|--|
| | SEO KPIs (to be achieved by the end of the package period) * Core Vitals: Reduce load time and bounce rate * Impressions: +5% * Total Clicks: +10% * Organic Traffic: +5% * Organic Traffic Conversion (Leads): +2% of organic traffic leads | рег мони | 4.00 | | | | |
| | On-Page SEO (up to 5 pages) * Keyword research for up to 3 words * Web page title optimization * H1, H2, H3 Tags Heading & sub-heading tag optimization * Meta Description Optimization * Image Alt Tags for each page's content * Schema Markup for each page's content * SEO Friendly URL and site Structure | per Report | 1.00 | | | | |
| 4) | Training Handover checklist document | per Report | 1.00 | | | | |
| 5) | Others Not Applicable | | Total | \$ 10,000.00 | \$ | 10,000.00 | |

¹A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999 ²As 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