

Company	Brew Interactive Pte. Ltd.
Digital Solution Name & Version Number¹	DM LiteBrew Digital Marketing Package - Package 4 - [SMM + SMA] 4 months
Appointment Period	09 January 2025 to 08 January 2026
Extended Appointment Period²	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: Social Media Management - 4 months * Technical Setup and Configuration Setup and link accounts for social media platforms: Facebook, Instagram, LinkedIn * Configure business profiles, page settings, and basic optimisations		per Setup	1.00		
Social Media Management *Creation of up to 8 posts monthly (6 single-image, 1 multi-image, 1 animated post/reel) * Development of content calendar * Scheduling and posting across 3 platforms * Audience engagement (replying to comments, messages) * Ongoing account management		per Month	4.00		
Social Media KPIs * Target Engagement Rate: 3 - 5% * Follower Growth: 2 - 5% increase per month * Post Reach: 10% increase month-over-month * Response Time to Comments/Messages: 24 hours					
Campaign Management * Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number)		per Month	4.00		
Review and recommendation * Monthly Performance Report with observation & recommendation * Comprehensive Campaign Review (upon completion)		per Month	4.00		
Campaign 2: Social Media Advertising (SMA) - 4 months * Technical Setup and Configuration on Up to 3 platforms * Setup and link accounts for conversions tracking (based on platform of choice): Facebook Ads, LinkedIn Ads, TikTok, Instagram, others may include setting up Facebook Business Manager, Instagram Business Page		per Setup	1.00		

<p>Social Media Advertising on Up to 2 platforms</p> <ul style="list-style-type: none"> * Targeting research * Campaign optimization * Setting up of Retargeting audiences * Budget management * Monitoring and optimisation of advertisements * Building of real-time dashboard hosted on a URL * Constant optimisation and improvements on high \$ ROI <p>target groups AND KPI/ROAS</p> <ul style="list-style-type: none"> * Target CTR: 1.75% * Target Conversion Rate: 2% * Target ROAS: 1.5x 	per Month	4.00		
<p>Campaign Management</p> <ul style="list-style-type: none"> * Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number) 	per Month	4.00		
<p>Review and recommendation</p> <ul style="list-style-type: none"> * Monthly Performance Report with observation and recommendation * Comprehensive Campaign Review (upon completion) 	per Month	4.00		
<p>Digital Content and Asset Creation Ad Creatives</p> <ul style="list-style-type: none"> * 27x imaged based artwork design customised for up to 2 social media platforms. * Up to 2 rounds of revisions before final approval 	per Creative	27.00		
4) Training Handover checklist document	per Report	1.00		
5) Others Not Applicable				
Total			\$ 11,000.00	\$ 10,000.00

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

² 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