

Company	Brew Interactive Pte. Ltd.
Digital Solution Name & Version Number¹	DM LiteBrew Digital Marketing Package - Package 5 [SEM/SMA + SEO] 6 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: Search Engine Marketing (SEM) OR Social Media Advertising (SMA) - 6 months Technical Setup and Configuration * (SEM) Setup and link accounts for conversions tracking: Google Data Studio, Google Analytics, Google Tag Manager		per Setup	1.00		
. Search Engine Marketing, OR Social Media Advertising * Running search OR banner ads * Targeting research * Campaign optimization * Setting up of Retargeting audiences * Budget management * Monitoring and bid optimization of advertisements * Building of real-time dashboard hosted on a URL * Constant optimization and improvements on high ROI target groups		per Month	6.00		
KPI/ROAS * Target CTR: 1.75% * Target Conversion Rate: 2% * Target ROAS: 1.5x .					
Campaign Management * Dedicated Account Manager, Service Support (Email, WhatsApp, Dedicated Phone Number)		per Month	6.00		
Review and recommendation * Monthly Performance Report with observation & recommendation * Comprehensive Campaign Review (upon completion)		per Month	6.00		

<p>Campaign 2: Full SEO - 3 months</p> <p>Technical SEO</p> <ul style="list-style-type: none"> * 404 Links fixes: * Page Speed Optimization * Google Analytics Installation * HTTPS Set Up * Compress Images * Bad links removal * Penalty Removal * Installing CDN 		per Setup	1.00		
<p>On-Page SEO (up to 1 page)</p> <ul style="list-style-type: none"> * 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 Setup	1.00		
<p>Link Building for SEO</p> <ul style="list-style-type: none"> * Keyword and backlink analysis * 18 to 30 links per month 					
<p>Search Engine</p> <ul style="list-style-type: none"> - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore AND 		per Month	3.00		
<p>SEO KPIs (to be achieved by the end of the package period)</p> <ul style="list-style-type: none"> * 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 					
<p>Review and recommendation</p> <ul style="list-style-type: none"> * Monthly Performance Report with observation & recommendation * Comprehensive Campaign Review (upon completion) 		per Month	3.00		
<p>Digital Asset Creation Ad Creatives</p> <ul style="list-style-type: none"> * 6x imaged based artwork design customized for the intended platform * Up to 2 rounds of revisions before final approval 		per Creative	6.00		
<p>4) Training Handover checklist document</p>		per Report	1.00		
<p>5) Others Not Applicable</p>					
		Total		\$ 14,900.00	\$ 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