

Company	Addlly AI Pte. Ltd.
Digital Solution Name & Version Number¹	Addlly AI Enterprise Playground Version 1 - Gen AI Writer Package 3: Newsletter & EDM
Appointment Period	20 February 2025 to 19 February 2026
Extended Appointment Period²	20 February 2026 to 19 February 2027

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Clients will get a custom SEO Blogs & Social Media Playground based on their content strategy. This will be created bespoke using Addlly tools. Addlly will design and develop a tailored solution leveraging various techniques, including, but not limited to: a) the use of Client first-party data b) adherence to brand guidelines c) analysis of past content d) fine-tuning any of several language models e) implementing a Retrieval- Augmented Generation (RAG) system f) configuring custom prompts, and g) delivering in bespoke output formats. • Output: The Product Newsletter, Brochure or EDM will contain marketing material on Client products along with any promotional material. • Catalog Integration: Connect upto 10 product details from API or documents provided. • Idea Generation: Tool will provide social media post suggestions based on social listening and/or product details. • Simple Content Calendar • One Tone Customization • High Quality Images • Smart Filtering Systems: Segregate products by customer segments • Ability to create up to 12 A4 pages (or equivalent) of content a month		Per License	1.00		
		Per Month	12.00		
2) Hardware Not Applicable					
3) Professional Services Digital Use Case Analysis Call: Kick off call to understand business needs, current strategy and workflows. Solution Proposal: Post kickoff call, Team Addlly will suggest a proposal workflow that is customized for each Client. Feedback Session: Post the setup of the playground, Client will get a one week testing period. After that there will be a feedback session to incorporate any improvements based on feedback.		Man-Hour	1.00		
4) Training 1-hour training session on platform usage and best practices after completion of set up and monthly follow up call.		Man-Hour	1.00		
5) Others Not Applicable					
Total				\$ 7,000.00	\$ 7,000.00

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