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| Company | Bizsquare Management Consultants Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Bizsquare Digital Marketing Suite Packages - SMA + SM Video Marketing for Lead Generation (FB/IG/LinkedIn/TikTok) for 4 months |
| Appointment Period | 13 July 2023 to 12 July 2024 |
| Extended Appointment Period² | 13 July 2024 to 12 July 2025 |

wef. 02 May 2024

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 (~8 Man Days) • Audit Report (current state of digital presence, business needs and digital assets audit) | | per Report | 1.00 | | |
| Digital Marketing Strategy Development (~8 Man Days) • Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Visual Identity Package/Digital Assets • Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework | | per Report | 1.00 | | |
| Digital Marketing Campaign 1: 4 Months SMA Campaign - FB/IG/LinkedIn/TikTok (for any 2 platforms) Scope of Work • Ad Account Set-up • Monthly Creation and Execution of 3x Paid Ad Campaign (inclusive of): - Creation of Campaign, Ad Set and Ad Copy - Identifying Campaign Objectives such as Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions - Setting-up of Ad Parameters - Strategy Planning with SME for Monthly Attractive Offer - Conceptualising Campaign Captions, Content and Graphic Artwork - Ad Creative Design - Copywriting - Facebook Pixel Set-up (if applicable) • Campaign Optimisation for the following: - Audience Targeting (location, demographics, interests, behaviours, etc.) - Ad Budget Allocation and Bidding Strategy - A/B Testing of Ad Creative and Targeting | | per Package | 1.00 | | |
| Targeted KPIs: Return on Spending: 100% - 500% *KPIs varies on industry and campaign/promotion offer | | | | | |

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| <p>Digital Marketing Campaign 2: 4 Months Social Media Video Marketing Campaign</p> <p>Scope of Work Corporate Brand Video Production (inclusive of):</p> <ul style="list-style-type: none"> • Pre-production - Idea Pitch - Storyboarding & Scriptwriting • Production - 1x Professional Videographer and 1x Assistant - Full Day Video Coverage (8 hours) - 1x Film Location - High Quality Sound Recording in Wav. Format - All Videos Capture in Full HD 1080P • Post-Production - Highlight Video will be Edited / Color Graded / Audio Sweetening and B-Roll Footage - 1.5-3 minutes Video - Background music (royalty-free) - Subtitle (English) <p>Publishing on Social Media - FB/IG/LinkedIn/TikTok (for any 2 platforms)</p> <ul style="list-style-type: none"> - Post Scheduling - Caption Writing <p>Targeted KPIs: Return on Spending: 100% - 500% *KPIs varies on industry</p> <p>Digital Assets Creation SMA Campaign Assets (4 Months)</p> <ul style="list-style-type: none"> • 3x Ad Creatives per month for 4 months (Single Image / Carousel / Short Reels) • 3x Ad Copywriting per month for 4 months (300-500 words per ad) <p>*All artwork designs include up to 2 refinements and final artwork preparation for download</p> <p>Digital Assets Creation Social Media Video Marketing Campaign Assets (4 Months)</p> <ul style="list-style-type: none"> • 1x Corporate Video in mp4 (1.5-3 Minutes) <p>*Includes 2 revisions after the 1st draft *Raw and professionally edited final draft will be furnished in soft-copy format for download</p> <p>Review and recommendation (~8 Man Days)</p> <ul style="list-style-type: none"> • Monthly Paid Campaign Performance Report (including observations and recommendations for refinements) • Final Report (including handover checklist and recommendations for enhancements) <p>4) Training Training (~4 Man Days)</p> <ul style="list-style-type: none"> • Comprehensive Internal Training Workshop - Understand Basic Digital Marketing Concepts - Learn to Adapt and Apply the New Digital Marketing Strategy • Workshop Notes <p>5) Others Not Applicable</p> | | <p>per Package</p> <p>per Package</p> <p>per Package</p> <p>per Month</p> <p>per Package</p> | <p>1.00</p> <p>1.00</p> <p>1.00</p> <p>4.00</p> <p>1.00</p> | <p>Total</p> | <p>\$</p> | <p>10,020.00</p> <p>\$ 10,000.00</p> |
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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