

Company	Digital M Pte. Ltd.
Digital Solution Name & Version Number¹	DM Digital M Digital Marketing Packages Version 0.1 - Package 5 - SMM (XHS Content Creation) + SMM (XHS KOL Management)
Appointment Period	13 April 2023 to 12 April 2024
Extended Appointment Period²	13 April 2024 to 12 April 2025

wef. 13 June 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		per setup	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis:					
Company Analysis		per setup	1.00		
Competitor Analysis					
Digital Asset Analysis					
Digital Marketing Strategy Development					
Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI) Keyword Research & Analysis Target Audience Selection		per setup	1.00		
Digital Marketing Campaign 1					
Xiao Hong Shu Management					
Scope of Work:					
- Platform: Xiao Hong Shu					
- 1 Social Videos					
- 6 static post per month					
- Finalised Content Visuals		per unit	3.00		
- Finalised Caption Copywriting					
- Content Publishing					
- Hashtag Creation					
- SEO Optimition for content					
Target ROAS: 10%-30%					
Digital Assets Creation					
- Graphic Design & Chinese Copywriting x 6 per month		per month	3.00		
- Video x 1 per month					
Digital Marketing Campaign 2					
KOL/KOC Management					
Scope of Work:					
- 4 KOL/KOC per month		per month	3.00		
- Look for suitable KOL/KOC to create content					
- Addition charges by KOL/KOC, From Exchange Service to \$1000					
Target ROAS: 10%-30%					
Review and recommendation					
Review and recommendation: Monthly Performance Report with observation & recommendation		per month	3.00		
Final Report		per setup	1.00		

Development and integration of leads management processes with existing business processes		per setup	1.00		
4) Training Training					
Handover Checklist Documentation		per setup	1.00		
5) Others Not Applicable					
Total				\$ 9,000.00	\$ 9,000.00

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