

## ANNEX 3

<b>Company</b>	AII DEVELOP PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM AII DEVELOP Digital Marketing Packages Version 1.00 - Package 3 - SMA (3 Months) + SMCM (3 Months)
<b>Appointment Start Date</b>	28 August 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software N.A		N.A	0.00		
2) Hardware N.A		N.A	0.00		
3) Professional Services DIGITAL MARKETING NEEDS ANALYSIS • Business Needs • Current Digital Presence Audit • Current Digital Asset Assessment  DIGITAL MARKETING STRATEGY DEVELOPMENT  • Objectives • Target Key Performance Indicators KPI (KPI) • Target Audience • Budget • Propose Brand angle or Product Positioning • Digital Asset to be created • Client Engagement Framework and timeline  DIGITAL MARKETING CAMPAIGN 1: SMA • Ad Channel: Meta (Facebook & Instagram) OR LinkedIn • Campaign Duration: Three (3) Months Scope of Work: • Google Analytics Setup • Ad account Setup • Campaign Structuring and Setup • Conversion Tracking Integration • Ad Copywriting/ Creative Development • Budget Allocation Optimisation • Audience Targeting Optimisation • Ad Campaign Optimisation • Performance Reporting CAMPAIGN KPI* • Achieve at least 150% ROAS ** KPI is subjected and may vary depending on industry and marketing budget  DIGITAL MARKETING CAMPAIGN 2: SMCM • Social Media Channel: Meta (Facebook & Instagram) OR LinkedIn • Campaign Duration: Three (3) Months Scope of Work: • Schedule 4 - 8 Postings per Month • Post Scheduling on Meta (Facebook & Instagram) OR LinkedIn CAMPAIGN KPI* • Achieve at least a 15% growth rate on Page/Profile Impressions ** KPI is subjected and may vary depending on industry  DIGITAL MARKETING CAMPAIGN 1: SMA DIGITAL ASSET CREATION • Two (2) Ad Copywriting (Per Month) • One (1) Static Ad Creative Asset (Per Month) • One (1) Animated Ad Creative Asset (Per Month) • Up to Two (2) rounds of changes / amendments request		Per Report	1.00		
		Per Report	1.00		
		Per Setup	3.00		
		Per Setup	3.00		
		Per Month	3.00		

DIGITAL MARKETING CAMPAIGN 2: SMCM • Four to Eight (4-8) Post Captions (Per Month) • Four to Eight (4-8) Creative Assets (Per Month) • Up to Two (2) rounds of changes / amendments request  DIGITAL MARKETING CAMPAIGN 1: SMA REVIEW AND RECOMMENDATIONS • Meta (Facebook/Instagram) or LinkedIn Report  DIGITAL MARKETING CAMPAIGN 2: SMCM • Monthly Social Media Content Calendar  4) Training Handover checklist documentation  5) Others Not Applicable		Per Month	3.00		
		Per Report	1.00		
		Per Report	1.00		
		Per Report	1.00		
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>

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

\* Qualifying cost refers to the supportable cost to be co-funded under the grant