

<b>Company</b>	RHAD PTE. LTD.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM RHAD Digital Marketing Package Version 2 - Google Search Starter [SEO+SEM] (6 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 Not applicable to Digital Marketing Packages		NA	0.00		
2) Hardware Not applicable to Digital Marketing Packages		NA	0.00		
3) Professional Services Digital Marketing Needs Analysis Persona Development Market Landscape Brand and Competitor Audit Target Persona		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy and Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Digital Marketing Campaigns Search Engine Optimisation - 20 Keywords - 30% of Keyword on Page 1 - On-page/Technical SEO - Off-page SEO/Link Building - Content Optimization - Conversion Optimization Search Engine - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore Digital Marketing Software - Google My Business Optimization		Month	6.00		
Estimated Results SEO - 30% of keywords on page 1 after 6 months					
Search Engine Marketing - Formulation, Planning and execution of the strategy - Content Production for ads - Channel and Campaign Reporting - Ad Set up, Monitoring and Optimisation		Month	6.00		
Estimated Results Campaign - Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs."					

Digital Assets Creation Search Engine Optimisation - X12 Search Engine Friendly Blog Articles (2x per month) - Up to 1000 Words / Blog Article		Per Setup	1.00		
Search Engine Marketing - 1 to 3 Ad Groups Setup - 2 to 3 Ad Copies per Ad Group - Text Ads Creation					
Review and recommendation (Based on campaign data analysis) x 6 Monthly Report x1 Final Report		Per Setup	1.00		
4) Training Training Handover		Per Setup	1.00		
5) Others Not Applicable					
Total				\$ 9,000.00	\$ 9,000.00

<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