

ANNEX 3

Company	WECOFA PTE. LTD.
Digital Solution Name & Version Number¹	DM WECOFA Digital Marketing Packages - Xiaohongshu Organic Content Creation + Advertising (3 Months)
Appointment Start Date	26 June 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					
3) Professional Services Digital Marketing Needs Analysis - 01 x Session of Business Clarity Growth Audit (02 x hours) - In-depth Understanding of Client's Business Model. - Customers Avatar Knowledge Exercise 'CAKE' (Finding out what are the Demographics & Psychographics of 'Existing Clients' and 'Desired Target Clients') - Finding out Who are the Existing Competitors - Audit of Client's Existing Social Media Presence Digital Marketing Strategy Report - Digital Marketing Objective - Brainstorming of Campaign Strategies - Target Audiences - Timeline / Social Media Calendar Xiaohongshu Campaign Setup (One-time) - Application of Corporate Verified / Ad Account - Setting up of Basic Account Profile - Includes first year fees to Xiaohongshu of RMB600 Campaign 01: Xiaohongshu Marketing (3 Months) 1 Campaign: Sales Conversion (Conversion Campaign) - Target Leads: 10-30** - Target ROAS: 150% to 500% **Conversion includes private message and enquiries. KPI differ based on industry. Final KPIs range will be discussed and finalised during project commencement. - Confirmation of Target Audience & Budget - Execution of Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations.	Per Report	1.00			
		Per Report	1.00		
		Per Setup	1.00		
		Per Month	3.00		

<p>Campaign 02: Xiaohongshu Marketing (3 Months)</p> <p>1 Campaign: Sales Conversion (Conversion Campaign)</p> <ul style="list-style-type: none"> - Target Leads: 10-30** - Target ROAS: 150% to 500% <p>**Conversion includes private message and enquiries. KPI differ based on industry. Final KPIs range will be discussed and finalised during project commencement.</p> <ul style="list-style-type: none"> - Confirmation of Target Audience & Budget - Execution of Ad Campaigns - A/B Testing of Ad Images, Ad Copywriting and Audience Variations. <p>Campaign Optimisation</p> <ul style="list-style-type: none"> - Weekly campaign update - Daily Campaign Monitoring and Optimisation in office hours <p>Dedicated Account Manager</p> <ul style="list-style-type: none"> - Service Support (Email, WhatsApp and Dedicated Phone Number) <p>Digital Assets Creation</p> <ul style="list-style-type: none"> - Persuasive Ad Copywriting for Ad Campaigns for Xiaohongshu (02 x Ads Copywriting per month with each copy less than 200 words) <p>Digital Assets Creation</p> <ul style="list-style-type: none"> - Visually Stunning Ad Creatives (06 x Advertising Static Images and 06 x Organic Content Static Images) <p>Review and recommendation</p> <ul style="list-style-type: none"> - Monthly Campaign Performance Report - Monthly Campaign Analysis & Recommendations - Monthly Review <p>Review and recommendation</p> <ul style="list-style-type: none"> - Final Report <p>4) Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p>					
		Per Month	3.00		
		Per Month	3.00		
		Per Month	3.00		
		Per Month	3.00		
		Per Month	1.00		
		Per Report	3.00		
		Per Report	1.00		
		Per Report	1.00		
Total				\$ 10,000.00	\$ 10,000.00

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

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