

Company	FY ADVERTISEMENT PTE. LTD.
Digital Solution Name & Version Number¹	DM FY ADS XIAOHONGSHU MARKETING SOLUTION - Xiaohongshu Account Management +KOL Marketing 3 months
Appointment Period	15 May 2025 to 14 May 2026
Extended Appointment Period²	15 May 2026 to 14 May 2027

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		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis: Company Analysis Digital Asset Analysis Competitor Analysis Digital Marketing Strategy Development Digital Market Strategy Report: Proposed Solution, Brand Direction/Positioning & KPIs: Crafting a customized strategy that aligns with your brand's goals and establishes clear key performance indicators. Target Audience Selection: Identifying and segmenting your target audience meticulously to maximize the effectiveness of your marketing efforts." "Xiaohongshu Campaign Setup (One-time): Account Profile Setup: Establishing and optimizing your Xiaohongshu profile to ensure maximum visibility and engagement. Business Account Application and Verification: Handling the entire process of applying for and securing verification for a Xiaohongshu Business Account Document Translation: Translating relevant documents to meet application requirements, ensuring accuracy and compliance. First Year Application Fees: Covering the first year's application fees to Xiaohongshu, totaling RMB 600."		per set up	1.00		
		per set up	1.00		
		per set up	1.00		

<p>"Xiao Hong Shu Account Management Scope of Work: Static Posts: 4 posts per month, each featuring up to 3 images, tailored to engage and attract your audience. Video Post: One video post per month, including production and editing, with each video lasting up to 40 seconds. Copywriting: Creating engaging titles and content up to 200 words, designed to capture the attention of your audience. Hashtag Optimization: Extracting and utilizing strategic hashtags to enhance SEO on Xiao Hong Shu. Photo and Video Editing: Adapting static and video content to align with Xiao Hong Shu's visual style. (Note: Clients must provide raw materials.) Dedicated Account Manager: Providing comprehensive service support via email, WhatsApp, ensuring responsive and personalized communication."</p> <p>"Xiaohongshu KOL/KOC Management: High-Quality KOL Engagements: Manage 4 KOLs with follower counts ranging from 500 to 20,000 to ensure broad and impactful engagement per month. Coordination with KOLs: Facilitate all aspects of communication with KOLs to align marketing posts with campaign objectives. Quality Monitoring: Regularly monitor and assess the quality and timeliness of KOLs' postings to maintain high standards. Additional Charges: KOL/KOC may charge additional fees, ranging from exchange services to up to \$1000 per KOL/KOC, depending on the specific services rendered."</p> <p>Monthly Campaign Performance Report Monthly Campaign Analysis & Recommendations</p> <p>Review and Recommendations - Final Campaign Report Target KPI : ROAS :110%-130%</p> <p>4) Training Training Handover Checklist Documentation</p> <p>5) Others Not Applicable</p>		per month	3.00		
		per month	3.00		
		per month	3.00		
		per set up	1.00		
		per set up	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

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