

Company	FY ADVERTISEMENT PTE. LTD.
Digital Solution Name & Version Number¹	DM FY ADS XIAOHONGSHU MARKETING SOLUTION - Social Media Influencers Campaign 3 month
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 NA for digital marketing		1	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis					
Company Analysis Digital Asset Analysis		per set up	1.00		
Competitor Analysis					
Digital Marketing Strategy Development					
Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI)		per set up	1.00		
Monthly Influencers (KOL) Brief and Selection					
1. Incentive Planning Collaborate with the client to determine appropriate incentives (e.g., complimentary products/services) for KOLs.		per month	3.00		
2.KOL Selection and Brief Finalization Draft a detailed brief, align it with the client's vision, and finalize after approval. Shortlist and confirm suitable Influencers (KOL) aligned with the brand's objectives.					
Monthly Influencers (KOL) Coordination					
1. KOL Coordination Schedule content creation timelines and ensure timely delivery of incentives to KOLs. Content Review and Compliance 2.Our team will evaluate content quality and ensure it adheres to social media's guidelines, maximizing traffic and exposure potential.		per month	3.00		
Influencers (KOL) Digital Assent Creation					
Digital Asset Creation 15 x sponsored posts by Micro Influencers (1K - 20K followers per influencer)		per asset	15.00		
Monthly Campaign Performance Report Monthly Campaign Analysis & Recommendations		per month	3.00		
Review and Recommendations - Final Campaign Report Target KPI : ROAS :110%-130%		per set up	1.00		
4) Training Training Handover Checklist Documentation		per set up	1.00		
5) Others Not Applicable					
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