DETAILS OF PRE-APPROVED DIGITAL SOLUTION

Company	SUPRA MEDIA PTE. LTD.
Digital Solution Name & Version Number ¹	DM SUPRA MEDIA DIGITAL MARKETING PACKAGES Version 1.0 - PACKAGE 1 (SMA-FB+IG) & (SMM-IG)
Appointment Start Date	17 July 2025

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

	(\$)		Quantity	(\$)	(\$)
oftware lot Applicable		Per Setup	1.00		
lardware lot Applicable		Per Setup	1.00		
rofessional Services ligital Marketing Needs Analysis: Pre- ommencement scoping & consultancy, Digital Marketing Roadmap Planning & Projection of KPIs ased on objectives chosen by SME. Company nalysis: . Market Research . Pricing Research . Market Segmentation Research . Customer Satisfaction and Loyalty Research . Product/Service Use Research . Brand Awareness Research . Competitive Analysis . Gap Analysis . Business Objectives 0. Current Digital Presence and Assets 1. SWOT Analysis 2. Target Audience		Per Setup	1.00		
igital Marketing Strategy Development etting up of Business Social Media Platforms and equired tools (Facebook Business Page, Facebook ds Manager, Facebook Business Manager, istagram Business Page, Google Analytics) . Brand Identity Guide . Project Brief including full company's information nd campaigns' information . Content Proposal with planned artworks, ads and roposed scheduled dates for postings and ampaigns (Content Calendar) . Set Up CRM System (if SMEs had their preferred RM) Creation & Installation Of Facebook Pixel (if MEs had their websites) Conversion Optimization		Per Setup	1.00		
 igital Marketing Campaigns iampaign 1: SMM (Instagram) . 4 organic postings on Instagram each er month (For 3 months) . Monthly Content Calendar for posting schedules . Campaign Proposal with planned contents, rtworks, ads and proposed dates scheduling for ostings and campaigns . Hand holding and training of platforms' usage with xecution of 4 organic postings on Instagram per nonth for 3 months PI/ROAS: (DAS: 1.5x -5x tage Like: 5-15% with Estimated Cost Per Like CPL): \$0.70 - \$1.90 SGD Estimated ROAS calculation to be provided upon roject onboarding. KPIs differ for different industries 		Per Month	3.00		
	higital Marketing Needs Analysis: Pre- commencement scoping & consultancy, Digital larketing Roadmap Planning & Projection of KPIs ased on objectives chosen by SME. Company inalysis: Market Research Pricing Research Market Segmentation Research Customer Satisfaction and Loyalty Research Product/Service Use Research Brand Awareness Research Competitive Analysis Gap Analysis Business Objectives O. Current Digital Presence and Assets SWOT Analysis SWOT Analysis Target Audience Higital Marketing Strategy Development etting up of Business Social Media Platforms and equired tools (Facebook Business Page, Facebook ds Manager, Facebook Business Manager, Istagram Business Page, Google Analytics) Brand Identity Guide Project Brief including full company's information nd campaigns' information Content Proposal with planned artworks, ads and roposed scheduled dates for postings and ampaigns (Content Calendar) Set Up CRM System (if SMEs had their preferred RM) Creation & Installation Of Facebook Pixel (if MEs had their websites) Conversion Optimization Higital Marketing Campaigns (ampaign 1: SMM (Instagram) . 4 organic postings on Instagram each er month (For 3 months) . Monthly Content Calendar for posting schedules . Campaign Proposal with planned contents, rtworks, ads and proposed dates scheduling for ostings and campaigns . Hand holding and training of platforms' usage with xecution of 4 organic postings on Instagram per onth for 3 months PI/ROAS: DAS: 1.5x -5x age Like: 5-15% with Estimated Cost Per Like CPL): \$0.70 - \$1.90 SGD Estimated ROAS calculation to be provided upon	igital Marketing Needs Analysis: Pre- ommencement scoping & consultancy, Digital larketing Roadmap Planning & Projection of KPIs ased on objectives chosen by SME. Company inalysis: Market Research Pricing Research Market Segmentation Research Customer Satisfaction and Loyalty Research Product/Service Use Research Brand Awareness Research Competitive Analysis Gap Analysis Business Objectives 0. Current Digital Presence and Assets 1. SWOT Analysis 2. Target Audience bigital Marketing Strategy Development etting up of Business Social Media Platforms and equired tools (Facebook Business Manager, Istagram Business Page, Google Analytics) Brand Identity Guide Project Brief including full company's information nd campaigns' information . Content Proposal with planned artworks, ads and roposed scheduled dates for postings and ampaigns (Content Calendar) . Set Up CRM System (if SMEs had their preferred RM) Creation & Installation Of Facebook Pixel (if MEs had their websites) Conversion Optimization idjital Marketing Campaigns iampaign 1: SMM (Instagram) . 4 organic postings on Instagram each er month (For 3 months) . Monthly Content Calendar for posting schedules . Campaign Proposal with planned contents, rtworks, ads and proposed dates scheduling for ostings and campaigns . Hand holding and training of platforms' usage with xecution of 4 organic postings on Instagram per ionth for 3 months PI/ROAS: (OAS: 1.5x -5x age Like: 5-15% with Estimated Cost Per Like PPL): \$0.70 - \$1.90 SGD Estimated ROAS calculation to be provided upon roject onboarding. KPIs differ for different industries	ligital Marketing Needs Analysis: Pre- ommencement scoping & consultancy, Digital farketing Roadmap Planning & Projection of KPIs ased on objectives chosen by SME. Company nalysis: Market Research Profuct/Service Use Research Customer Satisfaction and Loyalty Research Product/Service Use Research Brand Awareness Research Competitive Analysis Barand Awareness Research Competitive Analysis Business Objectives 0. Current Digital Presence and Assets 1. SWOT Analysis 2. Target Audience bigital Marketing Strategy Development etting up of Business Social Media Platforms and aquired tools (Facebook Business Page, Facebook ds Manager, Facebook Business Page, Facebook ds Manager, Facebook Business Manager, stagaram Business Page, Google Analytics) Brand Identity Guide Project Brief including full company's information d campaigns' information Content Proposal with planned artworks, ads and roposed scheduled dates for postings and ampaigns (Content Calendar) Set Up CRM System (if SMEs had their preferred IRM) [Creation & Instalation Of Facebook Pixel (if MEs had their websites) Conversion Optimization igital Marketing Campaigns iampaign 1: SMM (Instagram) . 4 organic postings on Instagram each er month (For 3 months) . Monthly Content Calendar for posting schedules . Campaign proposal with planned contents, . Thworks, ads and proposed dates scheduling for ostings and campaigns . Campaign proposal with planned contents, . Changing and training of platforms' usage with xecution of 4 organic postings on Instagram per bonth for 3 months PI/ROAS: IOAS: 1.5x -5x age Like: 5-15% with Estimated Cost Per Like .PL): 80.70 – \$1.90 SGD Estimated ROAS calculation to be provided upon roject onboarding. KPIs differ for different industries	igital Marketing Needs Analysis: Pre- ommencement scoping & consultancy, Digital farketing Roadmap Planning & Projection of KPIs ased on objectives chosen by SME. Company nalysis: . Market Research . Pricing Research Outsomer Satisfaction and Loyalty Research . Product/Service Use Research . Cursomer Satisfaction and Loyalty Research . Product/Service Use Research . Brand Awareness Research . Cap Analysis . Business Objectives . Cap Analysis . Business Objectives . Current Digital Presence and Assets 1. SWOT Analysis . Target Audience ! Ustomer Satisfaction genetic etting up of Business Page, Facebook ds Manager, Facebook Business Page, Facebook ds Manager, Facebook Business Page, Facebook ds Manager, Facebook Business Page, Google Analytics) . Brand Identity Guide . Project Brief including full company's information nd campaigns' information . Content Proposal with planned artworks, ads and roposed scheduled dates for postings and ampaigns (Content Calendar) . Set Up CRM System (if SMEs had their preferred RM) Creation & Installation Of Facebook Pixel (if MEs had their websites) Conversion Optimization ligital Marketing Campaigns ampaign 1: SMM (Instagram) . 4 organic postings on Instagram each er month (For 3 months) . Monthy (Content Calendar for posting schedules . Campaign Proposal with planned contents, tworks, ads and proposed dates scheduling for costings and campaigns . Hand holding and training of platforms' usage with vacution of 4 organic postings on Instagram per tonth for 3 months PI/ROAS: (DAS: 1.5x -5x age Like: 5-15% with Estimated Cost Per Like 2PL); \$0:70 – \$1.90 SGD Estimated ROAS calculation to be provided upon roject onboarding. KPIs differ for different industries	igital Marketing Needs Analysis: Pre- ommencement scoping & consultancy. Joigtal larketing Roadmap Planning & Projection of KPIs ased on objectives chosen by SME. Company nalysis: . Market Research Pricing Research . Market Segmentation Research . Customer Statisaction and Loyalty Research Product/Service Use Research . Competitive Analysis Gap Analysis . Business Objectives 0. Current Digital Presence and Assets 1. SWOT Analysis 2. Target Audience ligital Marketing Strategy Development eting up of Business Social Media Platforms and guired tools (Facebook Business Page, Facebook ds Manager, Facebook Business Page, Facebook ds Manager, Facebook Business Page, Google Analytics) . Brand Identify Guide . Project Brief including full company's information nd campaigns' information . Content Proposal with planned artworks, ads and ampaigns (Content Calendar) . Set Up CRM System (If SMEs had their preferred RM) [Creation & Installation Of Facebook Rivel (If MMEs had their websites)] Conversion Optimization igital Marketing Campaigns impaign 1: SMM (Instagram) .4 organic postings on Instagram each er month (For 3 months) . Monthly Content Calendar) . Monthly Content Calendar for posting schedules . Compain y proposal with planned contents, rtworks, ads and proposed dates scheduling for ostings and campaigns . Monthly Content Calendar for posting schedules . Compain postings on Instagram per ionth for 3 months PI/ROAS: . (OAS: 15x -5% with Estimated Cost Per Like . PI/; 30: 0 – 51:90 SGD . Estimated ROAS calculation to be provided upon roject onboarding. KPIs differ for different fullstrise

Campaign 2: SMA (Facebook & Instagram) - 1.Execution of 1 to 3 Social Media Ad campaigns over a 3 month's period. Ad campaigns to be on both Facebook Identifying Ads campaigns objectives: Brand awareness and Leads 2.Creation of proposed ad format, ad asset, target audience selection and ad budget recommendation with projection 3. Conceptualization of Campaign Captions, Content and graphical Artwork KPI/ROAS:	Per Month	3.00		
ROAS: 1.5x -5x Page Like: 5-15% with Estimated Cost Per Like (CPL): \$0.70 – \$1.90 SGD (Estimated ROAS calculation to be provided upon project onboarding. KPIs differ for different industries and different Ads Budget)				
 Digital Assets Creation SMM: 1. 3 monthly content calendars 2. 12 organic posts over 3 months 3. 1 to 2 FB Cover 4. 5-10 Hashtags per post 6. 100 to 150 words for content/caption writings per post 7. Brand Identity Guide (B.I.G) SMA: 1. 1 to 3 Ads Campaigns over 3 months 2. 100 to 150 words for content/caption writings per Ads 3. Creation of 2 visual videos (less than 1 min) for brand awareness 4. Strategy Report 	Per Month	3.00		
Review and Recommendation Monthly post campaign review and recommendation for future optimization. Monthly report. Final Report after 3 months	Per Month	3.00		
Development and integration of leads management processes with existing business processes Extraction of leads and populating into GOOGLE SHEET or integration of leads into any existing Leads Management system preferred by SMEs (if SMEs had their preferred CRM)	Per Setup	3.00		
 Training Final Review & Handover. Handover checklist, 2 days' Trainings (4 hours per day) 	Per Manday	2.00		
5) Others Not Applicable		Total	\$ 6,600.00	\$ 6,600.00

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