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| Company | PAPERCUTCOLLECTIVE PRIVATE LTD. |
| Digital Solution Name & Version Number¹ | DM Papercutcollective Digital Marketing Packages - SMA + SEO (6 Months) |
| Appointment Start Date | 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 | | | | | |
| 3) Professional Services Digital Marketing Needs Analysis Initial Consultation & Business Discovery Digital Presence Audit Business Needs Identification Digital Assets Evaluation Recommendations & Strategy Development | | Per Report | 1.00 | | |
| Digital Marketing Strategy Development Strategy Formulation KPIs Marketing Channels Formulation Execution & Implementation Performance Tracking & Scaling Client Engagement Framework Conflict Management Framework: | | Per Report | 1.00 | | |
| Digital Marketing Campaigns Social Media Advertising (SMA) Campaign setup - Facebook Business manager / Instagram business page Target audience setup Bidding strategy setup Facebook pixel setup Audience list optimization Bid optimization and monitoring Ad Copies split testing Interest, warm & lookalike targeting A/B testing | | Per Month | 6.00 | | |
| Target ROAS: 200% to 500% or Target Leads: 10 to 50 (Client target ROAS & KPI to be calculated during campaign kickoff, varies across industries) | | | | | |
| Search Engine Optimisation (SEO) - 6 months SEO campaign with unlimited long-tail keywords ranking potential - SEO Audit - Google My Business setup - Technical SEO (recommendations only) - On-Page SEO (max of 4 pages per month) - Monthly Reporting | | | | | |
| On-Page Implementation (either implement by Papercut's or Client's IT team) - Meta Data Optimisation - Images Optimisation - Content Optimisation - Google Search Console Installation - Sitemap.xml | | Per Month | 6.00 | | |
| High Domain Authority Backlinks (industry contextual link) | | | | | |
| KPI: Target 10% of 10 Keywords to rank on page 1 of Google within 6 months | | | | | |

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|--|--|-----------|------|---------------------|---------------------|
| Digital Assets Creation Social Media Advertising (SMA) Assets: - 5 Static Ads - 10x HD Product Photography/Postings - (Half Day Shoot 4 Hrs) - (Photographer) - (Inclusive of post-production.) Search Engine Optimisation (SEO) Assets: - 3 SEO Blog Posts (up to 2400 words) - (10 Focused Keywords) Review and Recommendation SMA Monthly Performance Report SEO Monthly Performance Report Website Data Analytics Report Campaign Metrics & Report Observations & Recommendations Review and Recommendation: Final Report Development and integration of leads management processes with existing business processes 4) Training Training Session for Client (Up to 2 hours) Handover Checklist Ad management maintenance training Ad management troubleshoot training Social media Management maintenance training 5) Others Not Applicable | | Per Setup | 1.00 | | |
| | | Per Month | 6.00 | | |
| | | Per Setup | 1.00 | | |
| | | Per Setup | 1.00 | | |
| Total | | | | \$ 10,570.00 | \$ 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