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| <b>Company</b>  | ALPHABET SIX MARKETING SINGAPORE  |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | Alpha eCommerce Booster Version Premium - ALPHA eCommerce Booster Premium |
| <b>Appointment Period</b>                                     | 25 February 2021 to 24 February 2022                                      |
| <b>Extended Appointment Period<sup>2</sup></b>                | 25 February 2022 to 24 February 2023                                      |

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

| Cost Item  | Unit Cost (\$) | Unit         | Quantity     | Subtotal (\$) | Qualifying Cost* (\$) |
|--|----------------|--------------|--------------|---------------|-----------------------|
| 1) Software<br>Online eStore<br>Orders & Payments<br>Secured E-Payments<br>Content Management<br>Inventory Management<br>Promotion Management<br>Customer Loyalty Management<br>CRM (Hubspot/SalesForce) & Social Media Integration<br>Digital Marketing/Engagement<br>Graphical/Chart-based Web Data Analytical Tool<br>Desktop Browser/Tablet/Mobile Optimized<br>Web and systems programming<br>UAT, staging and debugging<br>Complimentary File migrations<br>Complimentary 1 year technical support for browser compatibility |                | Per Software | 1.00         |               |                       |
| 2) Hardware<br>Not Applicable  |                |              |              |               |                       |
| 3) Professional Services<br>Complimentary Project Consultation (on/offsite via zoom)<br>Complimentary Industry Market Research<br>Complimentary Web information architecture structuring and layout  |                | per package  | 1.00         |               |                       |
| 4) Training<br>Complimentary<br>On/Off site tutorial walkthrough via zoom<br>Complimentary<br>Tutorial manual guide provided   |                | per session  | 1.00         |               |                       |
| 5) Others<br>Not Applicable  |                |              |              |               |                       |
|  |                |              | <b>Total</b> | \$ 8,350.00   | \$ 8,350.00           |

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

<sup>2</sup> 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