

<b>Company</b>	Advocado Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Advocado Cloud Loyalty CRM Software - Package (Standard)
<b>Appointment Period</b>	28 May 2020 to 27 May 2021
<b>Extended Appointment Period<sup>2</sup></b>	28 May 2021 to 27 May 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software					
Advocado Cloud Loyalty CRM Subscription for 1 year		Per Outlet	1.00		
With following features:					
• Standard B.I. reporting		Per Outlet	1.00		
• Consumer engagement marketing automation					
2) Hardware					
Not Applicable					
3) Professional Services					
CRM Onboarding for 1 outlet includes:					
• Kickstart consultation which includes project requirement scoping					
• Confirmation and finalisation of requirements					
• Setup of campaigns, customisation of campaigns based on workflow					
• Issue of logins for merchant management team					
• Onsite deployment		Per Outlet	1.00		
4) Training					
Not Applicable					
5) Others					
Not Applicable					
<b>Total</b>				\$ 5,500.00	\$ 5,500.00

<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