

<b>Company</b>	Advocado Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Advocado Cloud Loyalty CRM Software - Standard Package
<b>Appointment Period</b>	14 July 2022 to 13 July 2023
<b>Extended Appointment Period<sup>2</sup></b>	14 July 2023 to 13 July 2024

**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 Features: - Loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting. - SMART & dynamic customer segmenting and profiling. - Comprehensive merchant backend app to access dashboards and reports. - Beautiful and intuitive consumer app. - Fully PDPA compliant. - Free upgrades & unlimited cloud storage.  Additional features: - Standard B.I. reporting. - Consumer engagement marketing automation including scheduled broadcasts, recovery, campaign alerts.		Per Outlet	1.00		
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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>				<b>\$ 5,500.00</b>	<b>\$ 5,500.00</b>

<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