

<b>Company</b>	Advocado Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Advocado Cloud Loyalty CRM Software - Standard
<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

wef. 1 December 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software					
Advocado Cloud software subscription for 1 year - Standard Features: - Unlimited customers & up to 5 users - Choose up to 3: Loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting - Comprehensive merchant backend app to access dashboards and reports - Beautiful and intuitive consumer app - Fully compliant to PDPA - Free upgrades & unlimited cloud storage (suitable for SMEs starting out with their first location)		Per Year	1.00		
Additional features for 1 year - Standard - Robust real time B.I reporting - Automated customer engagement marketing including scheduled broadcasts, recovery, campaign alerts - Dynamic customer segmentation: Identify your most important and valuable customers automatically		Per Year	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding - Standard 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 - Onsite deployment (for a single location only)		Per Man Day	5.00		
4) Training Not Applicable					
5) Others Not Applicable					
<b>Total</b>				<b>\$ 6,000.00</b>	<b>\$ 6,000.00</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