

Company	Advocado Pte Ltd
Digital Solution Name & Version Number¹	Advocado Cloud Loyalty CRM Software - Professional
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period²	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 - Professional <small>SEP</small> Features: <small>SEP</small> - Unlimited customers & up to 7 users - Choose up to 5: 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 <small>SEP</small> Fully compliant to PDPA <small>SEP</small> - Free upgrades & unlimited cloud storage (suitable for growing SMEs with 2 locations)		Per Year	1.00		
Additional features for 1 year - Professional - 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 - Paid offers (accept payments on VISA, Mastercard, Google Pay and Apple Pay)		Per Year	1.00		
2) Hardware Not Applicable					
3) Professional Services CRM Onboarding - Professional 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 (up to 2 locations)		Per Man Day	8.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 10,900.00	\$ 8,025.00

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

² 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