

Company	Advocado Pte Ltd
Digital Solution Name & Version Number¹	Advocado Cloud Loyalty CRM Software - Enterprise
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 - Enterprise					
Features:					
- Unlimited customers & up to 12 users		Per Year	1.00		
- Unlimited 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 scaling SMEs with 3 - 4 locations)					
Additional Features for 1 year - Enterprise					
- Robust real time B.I reporting		Per Year	1.00		
- Automated customer engagement marketing including scheduled broadcasts, recovery, campaign alerts					
- Dynamic customer segmentation: Identify your most important and valuable customers automatically					
- A.I. recommendation and marketing					
- Whatsapp integration					
- Paid offers (accept payments on VISA, Mastercard, Google Pay and Apple Pay)					
2) Hardware					
Not Applicable					
3) Professional Services					
CRM Onboarding - Enterprise includes:					
- Kickstart consultation which includes project requirement scoping		Per Man Day	11.00		
- Confirmation and finalisation of requirements					
- Setup of campaigns, customisation of campaigns based on workflow					
- Issue of logins for merchant management					
- Onsite deployment (up to 4 locations)					
4) Training					
Not Applicable					
5) Others					
Not Applicable					
Total				\$ 15,300.00	\$ 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