

<b>Company</b>	Amobee Asia Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	Digital Retail eCommerce Solution Version 1
<b>Appointment Period</b>	1 November 2019 to 31 October 2020
<b>Extended Appointment Period<sup>2</sup></b>	1 November 2020 to 31 October 2021

wef 8 May 2020

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

Cost Item	Unit Cost (S\$)	Unit	Quantity	Subtotal (S\$)	Qualifying Cost * (S\$)
1) Software / Subscription fee Mobile Responsive e-Commerce Website with Content Management System (CMS) Include - CMS Theme & Layout - CMS Admin Management Module - CMS Product Catalogue Management (Unlimited Categories & Products) - Merchant Account Setup for Online Store - Google My Business Setup - Google Tag Manager		per setup	1		
2) Hardware Not Applicable					
3) Professional Services CMS & Online Store Customization Implementation - CMS Installation Setup and System Configuration - CMS Information Database Setup - Product/ Services integration to Shopping Cart - Payment Gateway Account Setup & Verification - Setup of Customer Notification & Interface - UAT & Debugging		per setup	1		
4) Training - Determine the Business Model - Internal Company Diagnostics with relation to eCommerce - Current Business Model, Competitive positioning, Value proposition - Current Business processes - eCommerce Strategy - Digital Marketing Strategy - Recommendation of target market segment - Recommendation of digital marketing goals aligned to business goals - Recommendation of Digital Marketing platforms best aligned to goals		per session	1		
5) Others Not Applicable					
<b>Total</b>				<b>\$ 10,000.00</b>	<b>\$ 10,000.00</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