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| <b>Company</b>  | Digital M Pte. Ltd.   |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM Digital M Digital Marketing Packages Version 0.1 - DM Digital M Digital Marketing Package 1 - SEO + SEM (3 months) |
| <b>Appointment Period</b>                                     | 13 April 2023 to 12 April 2024  |
| <b>Extended Appointment Period<sup>2</sup></b>                | 13 April 2024 to 12 April 2025  |

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

| Cost Item  | Unit Cost (\$) | Unit      | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|--|----------------|-----------|----------|---------------|------------------------|
| 1) Software<br>Not applicable to Digital Marketing Packages  |                | 0         | 1.00     |               |                        |
| 2) Hardware<br>Not Applicable  |                |           |          |               |                        |
| 3) Professional Services<br>Digital Marketing Needs Analysis:  |                |           |          |               |                        |
| Company Analysis<br>Competitor Analysis<br>Digital Asset Analysis  |                | per setup | 1.00     |               |                        |
| Digital Marketing Strategy Development   |                |           |          |               |                        |
| Digital Market Strategy Report (Proposed Solution, Brand Direction/Positioning & KPI)   Keyword Research & Analysis   Target Audience Selection  |                | per setup | 1.00     |               |                        |
| Digital Marketing Campaign 1   |                |           |          |               |                        |
| SEO Scope Of Work (3 Months):<br>- Keywords: 15 keywords<br>- Target Pages: 2 - 4 pages<br>- Extensive keyword research and analysis<br>- Onsite Optimization<br>-- Implement Search Console to submit XML sitemap, Robot.txt, Fix broken links.<br>-- Implement Google analytics.<br>-- Implement Google friendly titles and descriptions.<br>-- Create internal links<br>-- Update website content if needed<br>- Offsite Optimization<br>-- Sustained link building activity (inclusive of creation of Backlinks with DA20-30+ metrics & 75+ Referring Domains Power / 301 Redirects / Negative SEO Protection) |                | per month | 3.00     |               |                        |
| KPI : 10% of the keywords rank to 1st page within 3 month  |                |           |          |               |                        |
| Digital Assets Creation  |                |           |          |               |                        |
| 2 blog articles with stock images per month<br>- Minimum of 2 photos, up to 4 photos<br>- Blog article: Update to 500 - 1000 words   |                | Per Unit  | 6.00     |               |                        |
| Digital Marketing Campaign 2   |                |           |          |               |                        |
| Google Ads Set Up<br>- Set up comprehensive Google Advertisement<br>- Up to 1 - 5 campaigns<br>- Create high conversion ads title and description<br>- Keyword research<br>- Choose 5-10 money keywords<br>- Create ads extensions   |                | per setup | 1.00     |               |                        |

