

| | |
|---|---|
| Company | Get Customers Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Get Customers Digital Marketing Packages Version v1.02 - Package 1 - Social Media Advertising + Content Marketing - 3 Months |
| Appointment Period | 11 May 2023 to 10 May 2024 |
| Extended Appointment Period² | 11 May 2024 to 10 May 2025 |

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

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|--|----------------|-----------|----------|---------------|------------------------|
| 1) Software Not applicable to Digital Marketing Packages | | N/A | 1.00 | | |
| 2) Hardware Not applicable to Digital Marketing Packages | | N/A | 1.00 | | |
| 3) Professional Services Digital Marketing Needs Analysis Competitor Facebook Ads Analysis Competitor Offer Analysis Digital Marketing Strategy Development Proposed Solution That Increases Leads, Impressions and ROAS Market Research & Insights Report Digital Marketing Campaign - 3 Months Content Marketing Creation of a 1 x 1.5 Minutes Video Scripting of 1 x 1.5 Minutes Video Shooting for 1 x 1.5 Minutes Video, Limited to One Video Shoot Only Editing & Finalizing 1 x 1.5 Minutes Video Distribution Of Video Onto Different Platforms - Facebook and Tiktok Only Two Edit Revisions for 1 x 1.5 Minutes Video KPI: Traffic: 10% increase in 3 months Digital Assets Creation - Creation of 1 x 1.5 Minutes Video with 2 Edit Revision - Export to Video Format (1080x1080 Resolution) for Tiktok/Facebook - Export to Video Format (1920x1080 Resolution) for Youtube Digital Marketing Campaigns - 3 Months Social Media Advertising (One Time Setup) Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs - Split Testing Of Interests/Behaviours Targeting - Split Testing Of Demographics Targeting with 3 Ad Sets - Split Testing Of Placement On Ads - Conversion Tracking Setup - Setting Up Of Retargeting Ads (Retarget those who have interacted with the page, visited the site and left their email) - KPI Of 2X ROAS | | per setup | 1.00 | | |
| | | | | | |
| | | per setup | 1.00 | | |

| | | | | |
|---|-----------|------|---------------------|---------------------|
| Digital Marketing Campaigns (SMA One-Time Setup): - Linking of Social Media Ad Account to Social Media Page - Planning & Developing Of Campaign Timeline - Creation & Installation Of Facebook Pixel | per setup | 1.00 | | |
| Digital Assets Creation SMA Ad Copywriting - Creation Of 1 x Landing Page - Writing And Split Testing 3 Different Headlines In Total - Writing And Split Testing 3 Different Body Copies | per setup | 1.00 | | |
| SMA Ad Creative - Creation of 3 Ad Graphic Creatives | | | | |
| Digital Marketing Campaigns (Additional): Dedicated Account Manager (SMA) Service Support (Email, WhatsApp, Dedicated Phone Number) | | | | |
| Review and recommendation: Monthly Performance Report with observation & recommendation | per month | 1.00 | | |
| Review and recommendation: Final Report - Reporting of ROAS and Ad Creatives Performance | per setup | 1.00 | | |
| 4) Training Not applicable to Digital Marketing Packages | N/A | 1.00 | | |
| 5) Others Not applicable to Digital Marketing Packages | N/A | 1.00 | | |
| Total | | | \$ 10,000.00 | \$ 10,000.00 |

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