

Company	Hashmeta Pte Ltd
Digital Solution Name & Version Number¹	DM Hashmeta Digital Enablement Packages - Package 2 - Paid Advertising + Tik Tok Live Streaming [3 Months]
Appointment Period	23 February 2023 to 22 February 2024
Extended Appointment Period²	23 February 2024 to 22 February 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		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Marketing Automation Needs Analysis and Requirement Gathering		Per Hour	5.00		
Digital Marketing Strategy Development Marketing Automation Workflow Design		Per Hour	5.00		
1) Live Streaming 12 Live Streaming Sessions Target KPI : ROAS > 200%		Per Sessions	12.00		
2) Paid Advertising campaign (On TikTok) Scope of Work: - (a) Conversion tracking - (b) Ads copywriting & creatives a/b testing - (c) Engagement Rate Optimization - (d) Interest & lookalike targeting Target KPI : Cost of Click < \$1 Target ROAS: 120% to 300% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer) Conversion rate: min 2% of total clicks) Timeline: Upto 12 weeks		Per Hour	2.00		
12 x Short Videos (Edited from Live Streaming Videos)		Per Set	1.00		
Review and recommendation Reporting Dashboard and Custom Reports		Per Hour	3.00		
4) Training Handover		Per Hour	2.00		
5) Others Not Applicable					
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