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| <b>Company</b>  | Ice Cube Marketing Pte Ltd   |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM Ice Cube Predictable Leads Generation Program - Package 1 – SEM+SMA (3months) |
| <b>Appointment Period</b>                                     | 23 June 2022 to 22 June 2023   |
| <b>Extended Appointment Period<sup>2</sup></b>                | 23 June 2023 to 22 June 2024   |

wef. 20 July 2023

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

| Cost Item  | Unit Cost (\$) | Unit       | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|--|----------------|------------|----------|---------------|------------------------|
| 1) Software<br>na  |                | na         | 1.00     |               |                        |
| 2) Hardware<br>Not Applicable  |                |            |          |               |                        |
| 3) Professional Services<br>Digital marketing needs analysis: Digital assets, digital presence analysis  |                |            |          |               |                        |
| Digital Marketing Strategy Development: Target audience analysis, Proposed positioning, Budget allocation  |                | per report | 1.00     |               |                        |
| Digital Marketing Strategy Development: Target audience analysis, Proposed positioning, Budget allocation  |                | per report | 1.00     |               |                        |
| Digital Marketing Campaigns<br>1)Search Engine Marketing(SEM) Campaign<br>- Keywords research & Match Type Selections<br>- Bidding Optimizations & Modification<br>- Multiple adgroups creation with dedicated ads<br>- Ads copywriting & a/b testing<br>- Conversion tracking<br>ROAS: 200% to 500%<br>Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message) |                | per month  | 3.00     |               |                        |
| 2)Social media ads(SMA) campaign<br>- Meta pixel conversion tracking<br>- Ads copywriting & creatives a/b testing<br>- Engagement Rate Optimization<br>- Interest, warm & lookalike targeting<br>ROAS: 200% to 500%<br>Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message)<br><br>Timeline: 3 weeks campaign setup & launch after onboarding                |                | per month  | 3.00     |               |                        |
| Digital Assets Creation<br>- 1 Landing page copywriting(1000words), design & development and form automation<br>- SEM ads copywriting (Responsive search ads & Expanded text ads<br>- SMA ads copywriting (min. 3 ad copies & images)  |                | per setup  | 1.00     |               |                        |
| Review and recommendation - Monthly campaign report  |                | per month  | 3.00     |               |                        |
| Review and recommendation: Final Report  |                | per report | 1.00     |               |                        |

|   |  |           |      |                    |                    |
|---|--|-----------|------|--------------------|--------------------|
| Development and integration of leads management processes with existing business processes - iCRM setup |  | per setup | 1.00 |                    |                    |
| 4) Training Handover checklist  |  | per setup | 1.00 |                    |                    |
| 5) Others Not Applicable  |  |           |      |                    |                    |
| <b>Total</b>  |  |           |      | <b>\$ 7,009.33</b> | <b>\$ 7,009.33</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