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| <b>Company</b>  | MediaPlus Digital Pte Ltd           |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | MPD E-Commerce SMEs Version - Elite |
| <b>Appointment Period</b>                                     | 26 March 2020 to 25 March 2021      |
| <b>Extended Appointment Period<sup>2</sup></b>                | 26 March 2021 to 25 March 2022      |

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

| Cost Item  | Unit Cost (\$) | Unit        | Quantity     | Subtotal (\$)      | Qualifying Cost * (\$) |
|--|----------------|-------------|--------------|--------------------|------------------------|
| 1) Software / Subscription fee<br>Set includes:<br>- Creation, Setup & Implementation of E-Commerce<br>- Front End Development<br>- Back End Development<br>- Inventory & Delivery Management Module<br>(i.e. Manage Inventory, Custom Shipping, Local Shipping)<br>- Sales & Promotion Module<br>- E-Payment Module<br>(i.e. Direct Bank Transfer / Paynow, PayPal)<br>- Advanced Content Management Module<br>- E-Commerce Features<br>(i.e. Coupon Management System, Customer Relationship Management System, Wishlists, Items Reviews)<br>- Dashboard<br>- Invoice Module<br>- Customer Membership system<br>- Reward Points module<br>- Shopping Cart feature<br>- Abandon Cart feature<br>- Guest Check out<br>- Enhanced Security (Malware Scanning & Firewall)<br><br>Onsite SEO<br>- Page Title & Meta Description Optimisation<br>- Header Optimisation (H1 – H2)<br>- Image Optimisation (Alt Tag and Rename)<br>- SEO URL Rewriting Recommendations<br><br>Live Chat<br>- Chat with Agents<br>- Respond from Mobile<br>- Chat history<br>- Auto initiate chat to visitors |                | Per set     | 1            |                    |                        |
| 2) Hardware<br>Not Applicable  |                |             |              |                    |                        |
| 3) Professional Services<br>Set includes:<br>- Specification gathering and consultation<br>- Frontend design and conceptualisation<br>- Backend program and development<br>- Set up and configuration<br>- Uploading of up to 100 products<br>- Web Design and Conceptualization<br>- Data Analytics<br>- Acceptance Test<br>- Mobile/Tablet responsive templating<br>- SEO Friendly URLs Rewriting<br>- Design of Slideshows / Banners / Favicon<br>- Google Live Map Integration<br>- Creation of Enquiry Forms / Thank You page<br>- Complimentary of 50 Stock Images<br>- Website Loading Speed Optimisation<br>- Integration to Social Media Platform<br>(i.e. Facebook, Twitter, Instagram)<br>- Content writing for 5 Pages<br><br>12 months Technical Support  |                | Per Set     | 1            |                    |                        |
| 4) Training<br>Up to 3 PAX   |                | Per session | 1.00         |                    |                        |
| 5) Others  |                |             |              |                    |                        |
|  |                |             | <b>Total</b> | <b>\$ 9,985.00</b> | <b>\$ 9,985.00</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