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| Company | Simpliify Pte Ltd |
| Digital Solution Name & Version Number¹ | Simpliify's E-commerce Version 1 - eComms Foundation Package |
| Appointment Period | 08 September 2022 to 07 September 2023 |
| Extended Appointment Period² | 08 September 2023 to 07 September 2024 |

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

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|--|----------------|-------------|----------|---------------------|-----------------------|
| 1) Software e-commerce solution design -Type of design: <Custom Design> -Scope of work: Content Management System: WordPress Woocommerce Online Shop Modules Secured E-Payment - Stipe / Paypal / Paynow Online Purchasing - Shopping Cart Digital Marketing/Engagement - Social media integration Inventory Management - Inventory management system (Bulk inventory management system) Promotion Management - Content, Order & Coupon code management system Customer Loyalty Management - Abandon Cart feature Basic Data Visualization Capabilities/Reports - Reporting dashboard on store's performance - Inventory Report, Sales Report, Commission Report - Google Analytics Reporting" Mobile-Enabled / Optimised - Mobile responsive integrated Omni Channel Engagement - Facebook shop integration Product upload assistance (up to 20 SKU) | | Per Project | 1.00 | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services - Project Management (Dedicated Project Manager) - User Acceptance Testing - Domain Name Server Setup - cPanel Server Configuration - SSL Setup Configuration | | Per Project | 1.00 | | |
| 4) Training - CMS Manual - User Training at Simpliify or online (up to 2 hours) | | Per Project | 1.00 | | |
| 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