

<b>Company</b>	The Assets Management Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM TAM Digital Marketing Packages - Package 5 - SMM + SMA (4 months)
<b>Appointment Period</b>	25 August 2022 to 24 August 2023
<b>Extended Appointment Period<sup>2</sup></b>	25 August 2023 to 24 August 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N.A.		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis • Objectives • Current Digital Asset Analysis • Competitive Analysis • Project Budget • Digital Marketing Needs Survey		Per Report	1.00		
Digital Marketing Strategy Development • Audience • Creative Inspirations • Tone of Voice for Caption • Objectives & Content Plan for Social Media Advertising • Critical Response Plan • Client Engagement Plan		Per Report	1.00		
One-Time Setup of Accounts • Gmail • Google My Business • Google Drive • Facebook Business Manager + Ad Account • Linktree • Canva • WhatsApp for Business (if applicable) • Creation and Installation of Facebook Pixel (if applicable)		Per Unit	1.00		
Digital Marketing Campaigns 4 months Social Media Marketing • Social Media Marketing 8x Organic Postings/ Month - Monthly Content Calendar for Editorial Post - Platform: Facebook/Instagram		Per Unit	4.00		
4 months Social Media Advertising Campaign • Social Media Advertising - Campaign 1 - Platform: Facebook/Instagram - Creation of Campaign, Ad Set, Ad Copy and Design - Creation of Target Audience & Bidding Strategy - Identify Campaign Objective: Brand Awareness/ Reach/Traffic/Engagement/Video Views/Messages/ Lead Generation/Conversions/Catalogue Sales/App Installs		Per Unit	1.00		
• Interests/Behaviours Targeting Optimisation/ Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking - Budget Allocation Optimisation - Audience List Optimisation - Campaign Optimisation and Monitoring - Remarketing and retargeting		Per Unit	1.00		

<ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 2</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs</li> </ul>	Per Unit	1.00			
<ul style="list-style-type: none"> <li>- Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul>	Per Unit	1.00			
<ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 3</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs</li> </ul>	Per Unit	1.00			
<ul style="list-style-type: none"> <li>- Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul>	Per Unit	1.00			
<ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 4</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs</li> </ul>	Per Unit	1.00			
<ul style="list-style-type: none"> <li>- Interests/Behaviours Targeting Optimisation/Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul>	Per Unit	1.00			
<ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 5</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective: Brand Awareness/Reach/Traffic/Engagement/Video Views/Messages/Lead Generation/Conversions/Catalogue Sales/App Installs</li> </ul>	Per Unit	1.00			

<ul style="list-style-type: none"> <li>- Interests/Behaviours Targeting Optimisation/ Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul>		Per Unit	1.00		
	<ul style="list-style-type: none"> <li>• Social Media Advertising - Campaign 6</li> <li>- Platform: Facebook/Instagram</li> <li>- Creation of Campaign, Ad Set, Ad Copy and Design</li> <li>- Creation of Target Audience &amp; Bidding Strategy</li> <li>- Identify Campaign Objective: Brand Awareness/ Reach/Traffic/Engagement/Video Views/Messages/ Lead Generation/Conversions/Catalogue Sales/App Installs</li> </ul>	Per Unit	1.00		
	<ul style="list-style-type: none"> <li>- Interests/Behaviours Targeting Optimisation/ Demographic/Targeting Optimisation/Placement Optimisation/Location Optimisation/Creative Optimisation/Conversion Tracking</li> <li>- Budget Allocation Optimisation</li> <li>- Audience List Optimisation</li> <li>- Campaign Optimisation and Monitoring</li> <li>- Remarketing and retargeting</li> </ul>	Per Unit	1.00		
	<ul style="list-style-type: none"> <li>• KPI/ROAS:</li> <li>- Minimum 100% - 200% ROAS (Estimated ROAS calculation to be provided upon Project Onboarding)</li> </ul>				
	Digital Assets Creation <ul style="list-style-type: none"> <li>• Social Media Marketing</li> <li>- 8x Branded/Curated Content Post and Design for Facebook/Instagram</li> <li>• Other Digital Assets</li> <li>- 1x Brand Style Guide (If applicable)</li> <li>- 1x Optimised Profile Picture</li> <li>- Up to 2x Optimised Cover Image</li> <li>- 4x Personalised Social Media Feed Templates in 1:1 and 16:9</li> <li>- 5x Instagram Highlight Cover (If applicable)</li> </ul>	Per Unit	4.00		
	<ul style="list-style-type: none"> <li>• Social Media Advertising</li> <li>- 1x Set of Ad Creative + Copywriting</li> <li>- Up to 3 Single Image OR 1 Carousel per set</li> </ul>	Per Unit	6.00		
	<ul style="list-style-type: none"> <li>• Videography Options:</li> <li>- 1x up to 1 min Video   Storyboarding, Shooting and Post-Production</li> </ul>	Per Unit	1.00		
	OR				
	<ul style="list-style-type: none"> <li>- 2x up to 30secs Video   Storyboarding, Shooting and Post-Production</li> </ul>				
	Review and recommendation <ul style="list-style-type: none"> <li>• Monthly Review Report</li> <li>• Final Campaign Report</li> </ul>	Per Report	5.00		
4) Training	Training <ul style="list-style-type: none"> <li>• Digital Assets Handover</li> <li>• Training Guide</li> </ul>	Per Setup	1.00		
5) Others	Not Applicable				
Total				\$ 10,800.00	\$ 10,000.00

<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