

ANNEX 3

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|---|--|
| Company | W360 Group Pte Ltd |
| Digital Solution Name & Version Number¹ | DM W360 Digital Power Pack Version 1.0 - Package 1 - SMA & Facebook Marketing (3 Months) |
| Appointment Period | 18 August 2022 to 17 August 2023 |
| Extended Appointment Period² | 18 August 2023 to 17 August 2024 |

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

[illegible]

| | | | | | |
|--|------------|-------|-----------|-----------------|--------------------|
| <p>Digital Marketing Campaign - Facebook Ad Campaign:</p> <ul style="list-style-type: none"> - KPIs*: Minimum 150% ROAS * KPIs are different across industry and country and client must track pipeline, sales and revenue generated from the campaign to calculate ROAS. Conversion include online form enquiries, email clicks, phone clicks and whatsapp clicks. - Facebook ad account setup & linking - Facebook Pixel tracking setup/ implementation - Up to 10 campaigns setup - Facebook Ad Campaign Management & Optimization - Campaign performance monitoring - Budget allocation optimization - Audience targeting (location, demographic, interest, behavior, etc) optimization - Creative optimization - A/B testing for ad creative and targeting <p>Digital Asset Creation: Facebook Post x 12 (Up to 150 words per post)</p> <p>Digital Asset Creation: Up to 1 landing page creation (copywriting of up to 1000 words + design + development) or Up to 5 Landing Pages Optimization</p> <p>Digital Asset Creation: - Up to 10 single images or 3 Carousel/ Animated Gif/ Slideshow ad creative development [Visual + Design (Up to 3 frames per Animated Gif ad and up to 20 seconds per Slideshow ad) + Copy Writing (up to 200 words per single image ad/ carousel/ animated/ slideshow ad)</p> <p>Review and Recommendation: Monthly Facebook marketing report</p> <p>Review and Recommendation: Monthly Facebook ad report</p> <p>Review and Recommendation: Monthly review</p> <p>Review and Recommendation: Final Report</p> <p>Development and integration of leads management processes with existing business processes</p> | | | | | |
| | Per Month | 3.00 | | | |
| | Per Unit | 12.00 | | | |
| | Per Setup | 1.00 | | | |
| | Per Setup | 1.00 | | | |
| | Per Report | 3.00 | | | |
| | Per Report | 3.00 | | | |
| | Per Month | 3.00 | | | |
| | Per Report | 1.00 | | | |
| | Per Setup | 1.00 | | | |
| 4) Training Training: Handover & Training Guide | Per Setup | 1.00 | | | |
| 5) Others NA | NA | 1.00 | | | |
| Total | | | \$ | 8,400.00 | \$ 8,400.00 |

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