

|                                                               |                                                                                                                   |
|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>Company</b>                                                | Wolfgang Creatives Pte. Ltd.                                                                                      |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM Wolfgang Creatives Digital Marketing Packages Version 1.0 - Package 3 - (Creative Video and Lead Gen) 3 Months |
| <b>Appointment Period</b>                                     | 03 November 2022 to 02 November 2023                                                                              |
| <b>Extended Appointment Period<sup>2</sup></b>                | 03 November 2023 to 02 November 2024                                                                              |

wef. 25 May 2023

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

| Cost Item                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Unit Cost (\$) | Unit       | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------|----------|---------------|------------------------|
| 1) Software<br>Not Applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                | NA         | 1.00     | \$            |                        |
| 2) Hardware<br>Not Applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                |            |          |               |                        |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br>• 3C Analysis (Customers, Competitors, Company)<br>• SWOT Analysis (Strength, Weakness, Opportunity, and Threat)<br>• Current Market Positioning and Value Proposition<br>• Current State Analysis of Client's Digital Marketing Presence and Assets                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                | Per Report | 1.00     | \$            |                        |
| Digital Marketing Strategy Development<br>• Objectives (SMART Goals)<br>• Target Audience<br>• Obstacles<br>• Strategies for Creative Concept and Offer Development<br>• Timeline<br>• Key Performance Indicators<br>• Digital Asset Creation<br>• Proposed Budget                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                | Per Report | 1.00     | \$            |                        |
| Digital Marketing Campaigns<br>2 Campaigns<br>• Choice of 2 channels (choose from among WhatsApp, Facebook, Instagram, Shopee, Lazada, Qoo10, Grab, FoodPanda, Zippy, or other channels selected by SME.)<br>• Strategy planning with SME for up to 2 attractive offers to engage consumers<br>• Campaigns will feature the same video produced, with variants of ad copy<br>• Copywriting (up to 500 words per offer)<br>• Creative design of ad<br>• Setting and implementation of ad parameters including budget, cost, audience, and other strategic parameters.<br>• Data-driven campaign optimisation<br>• A/B testing of video ad copy, hero images, and audience targeting to maximize conversions.<br>• Bi-weekly optimisation of campaign as necessary<br>• Management and optimisation of unlimited ad spend budget |                | Per Month  | 3.00     | \$            |                        |
| Digital Assets Creation for 2 Campaigns<br>Creation of 3 images and 3 ad copies to be used for ad campaigns.<br>• use of stock images with editing (no photography services)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                | Per Unit   | 1.00     | \$            |                        |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |             |      |              |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-------------|------|--------------|--------------|
| <p>Digital Assets Creation for 2 Campaigns<br/>Creation of a up to 1.5 min video main video. Inclusive of video-editing and post-production.</p> <ul style="list-style-type: none"> <li>• Inclusive of edited 30 second version (used for ads)</li> <li>• Photos may be taken to be used for video-editing and these photos may be provided to clients at vendor's discretion.</li> </ul> <p>Review and recommendation<br/>Monthly Performance Report with observations and recommendations.<br/>Implementation of recommendations selected by SME.<br/>Weekly monitoring of changes with rollback and tweaks as necessary.<br/>Whatsapp chat support group</p> <p>Post Campaign Meeting<br/>Final Report including SME Handover Notes for SME's team and Recommendations<br/>Target Return On Ad Spend (ROAS): 150% to 300% (Depends on industry, to be discussed with client with Digital Marketing Strategy Development)</p> <p>4) Training<br/>Training Session for Client (Up to 2 hours)</p> <ul style="list-style-type: none"> <li>• Handover of all campaign material, including raw files</li> <li>• Ad management maintenance training</li> <li>• Social media Management maintenance training</li> </ul> <p>5) Others<br/>Not Applicable</p> |  | Per Unit    | 1.00 | \$           |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | Per Report  | 2.00 | \$           |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | Per Report  | 1.00 | \$           |              |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | Per Session | 1.00 | \$           |              |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |             |      | \$ 10,000.00 | \$ 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