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| <b>Company</b>  | Cleverly SG Pte. Ltd.  |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM Cleverly Digital Marketing Packages - Cleverly 3 Months Campaign SEM SM |
| <b>Appointment Period</b>                                     | 24 March 2022 to 23 March 2023   |
| <b>Extended Appointment Period<sup>2</sup></b>                | 24 March 2023 to 23 March 2024   |

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

| Cost Item  | Unit Cost (\$) | Unit       | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|--|----------------|------------|----------|---------------|-----------------------|
| 1) Software<br>Not applicable  |                | 0          | 1.00     |               |                       |
| 2) Hardware<br>Not applicable  |                | 0          | 1.00     |               |                       |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br>-Keyword Research & Analysis<br>-Competitor Analysis<br><br>Digital Marketing Strategy Development<br>- Digital Market Strategy Report<br><br>Digital Marketing Campaigns<br><br>'Scope of work (SEM)<br><br>- Google Ads Setup<br>- Google Analytics GA4 Setup<br>- Google Analytics GA4 Events Setup<br>- Google Tag Manager Setup<br>- A/B Testing<br>- Keyword Research & Optimization<br>- Keyword Match Type Optimization<br>- Up to 3 Campaign Setup<br>- Campaign Extension Setup (Sitelink, Callout, Structured Snippet, Call, Location, Price)<br>- Keyword insertion feature<br>- Countdown timer for event<br>- Conversion Setup<br>- Audience Manager Setup<br>- Google Ads & Analytics Link-up<br>- Responsive Search ads setup<br><br>Scope of work(SM) -Audience/Creatives/Placement)<br>- Lead form creation - Pixel Setup & Event Manager Setup Search Engine - Google Singapore(Desktop & Mobile) Digital Marketing Software - Google Adwords<br>- Google Analytics - Google Tag Manager - Search Console Social Media Platforms - Facebook/ Instagram - Business Manager - Ad Budget Management<br><br>Digital Assets Creation<br>- Social Media Content Creation 4/Month (Stock image provided)<br>- Copywriting for Ads up to 3 per campaign (not inclusive A/B Testing ads)<br><br>Review and recommendation<br>Monthly report & review<br><br>Development and integration of leads management processes with existing business processes<br><br>KPI/ROAS:<br>- SEM: 3%-5% CTR for Search Campaigns (Estimated 100% to 500% ROAS depending on ad spend)<br>- SM 40% to 200% increase in ROAS or leads (depending on budget) |                | Per Report | 1.00     |               |                       |
|  |                | Per Report | 3.00     |               |                       |
|  |                | Per Month  | 3.00     |               |                       |
|  |                | Per Month  | 3.00     |               |                       |
|  |                | Per Report | 1.00     |               |                       |

|                               |  |  |  |                     |                     |
|-------------------------------|--|--|--|---------------------|---------------------|
| 4) Training<br>Not Applicable |  |  |  |                     |                     |
| 5) Others<br>Not Applicable   |  |  |  |                     |                     |
| <b>Total</b>                  |  |  |  | <b>\$ 10,500.00</b> | <b>\$ 10,000.00</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