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|---|---|
| <b>Company</b>  | W360 Group Pte Ltd  |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM W360 Digital Power Pack Version 1.0 - Package 2 - Facebook & Google Advertising (3 Months) |
| <b>Appointment Period</b>                                     | 18 August 2022 to 17 August 2023  |
| <b>Extended Appointment Period<sup>2</sup></b>                | 18 August 2023 to 17 August 2024  |

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

| Cost Item  | Unit Cost (\$) | Unit       | Quantity | Subtotal (\$) | Qualifying Cost * (\$) |
|--|----------------|------------|----------|---------------|------------------------|
| 1) Software<br>NA  |                | NA         | 1.00     |               |                        |
| 2) Hardware<br>NA  |                | NA         | 1.00     |               |                        |
| 3) Professional Services<br>Digital Marketing Needs Analysis:<br>- Market Trends<br>- Company Analysis<br>- Current Marketing Analysis<br>- Digital & Offline Marketing Assets Audit   |                | Per Report | 1.00     |               |                        |
| Digital Marketing Strategy Development & Report:<br>- Marketing Objectives & Goals<br>- Campaign KPIs<br>- Focused Products/ Service<br>- Target Audience  |                | Per Report | 1.00     |               |                        |
| Digital Marketing Campaign:<br>Google Ad Campaign:<br>- KPIs*: Minimum 150% ROAS<br>* 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.<br><br>- Google Ad Account Setup (If Required).<br>- Linking Of Google Ad Account To Google Analytics (If Required)<br>- Tracking Setup/ Optimization (If Required)<br>- Google Search Campaign Setup:<br>- Search Campaign structure development<br>- Attribution set up<br>- Keywords research & recommendation<br>- Google Display/ Remarketing Campaign Setup<br>- Campaign targeting strategy and setup |                | Per Month  | 3.00     |               |                        |
| - Google Ad Campaign Monitoring & Optimization<br>- Budget allocation optimization<br>- Campaign restructuring<br>- Keyword optimization (keyword match type, expansion of keywords, addition of negative keywords)<br>- Targeting optimization (Placement, location, demographic, interest, behavior, etc) for Google Display<br>- Ad copies optimization<br>- Landing page optimization<br>- Bidding strategy optimization<br>- Ad scheduling optimization<br>- A/B testing for ad copies/ creative  |                |            |          |               |                        |

|  |            |      |             |             |
|--|------------|------|-------------|-------------|
| <p>Digital Marketing Campaign:<br/> Facebook Ad Campaign:<br/> - KPIs*: Minimum 150% ROAS<br/> * 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.</p> <ul style="list-style-type: none"> <li>- Facebook ad account setup &amp; linking</li> <li>- Facebook Pixel tracking setup/ implementation</li> <li>- Up to 10 campaigns setup</li> <li>- Facebook Ad Campaign Management &amp; Optimization <ul style="list-style-type: none"> <li>- Campaign performance monitoring</li> <li>- Budget allocation optimization</li> <li>- Audience targeting (location, demographic, interest, behavior, etc) optimization</li> <li>- Creative optimization</li> <li>- A/B testing for ad creative and targeting</li> </ul> </li> </ul> | Per Month  | 3.00 |             |             |
| Digital Asset Creation: Google Search ad development (up to 5 ad copies with up to 500 characters per ad)  | Per Setup  | 1.00 |             |             |
| Digital Asset Creation: Up to 3 Google Discovery ad development (up to 130 characters per ad)  | Per Setup  | 1.00 |             |             |
| Digital Asset Creation: Up to 3 online ad banner (Static Image or Animated Gif creative development in minimum 3 recommended dimensions (up to 200 words per ad banner and up to 3 frames per Animated Gif ad)   | Per Setup  | 1.00 |             |             |
| Digital Asset Creation: Up to 1 landing page creation (copywriting of up to 1000 words + design + development) or Up to 5 Landing Pages Optimization   | Per Setup  | 2.00 |             |             |
| 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)   | Per Setup  | 1.00 |             |             |
| Review and Recommendation: Monthly Google ad report  | Per Month  | 3.00 |             |             |
| Review and Recommendation: Monthly Facebook ad report  | Per Month  | 3.00 |             |             |
| Review and Recommendation: Monthly review  | Per Month  | 3.00 |             |             |
| Review and Recommendation: Final report  | Per Report | 1.00 |             |             |
| Development and integration of leads management processes with existing business processes   | Per Setup  | 1.00 |             |             |
| 4) Training  |            |      |             |             |
| Training: Handover & Training Guide  | Per Setup  | 1.00 |             |             |
| 5) Others  |            |      |             |             |
| NA   | NA         | 1.00 |             |             |
| <b>Total</b>   |            |      | \$ 8,520.00 | \$ 8,520.00 |

<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