

<b>Company</b>	Hashmeta Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Hashmeta Digital Enablement Packages - Package 3 - Paid Advertising + Influencer Marketing [3 Months]
<b>Appointment Period</b>	23 February 2023 to 22 February 2024
<b>Extended Appointment Period<sup>2</sup></b>	23 February 2024 to 22 February 2025

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software Not applicable to Digital Marketing Packages		NA	1.00		
2) Hardware Not Applicable					
3) Professional Services					
Digital Marketing Needs Analysis Influencer Marketing Research/Competitor Analysis		Per Hour	5.00		
Digital Marketing Strategy Development Influencer Marketing Strategy and Activation Plan		Per Hour	5.00		
"1) Influencer Marketing Campaign Scope of Work: - (a) Influencer Selection - (b) Coordination Target KPI : Cost of Lead < \$30"		Per Package	2.00		
"2) Paid Advertising campaign (On Facebook/Instagram/TikTok/YouTube - Minimum of 2 ads per Campaign) Scope of Work: - (a) Conversion tracking - (b) Ads copywriting & creatives a/b testing - (c) Engagement Rate Optimization - (d) Interest & lookalike targeting This is different from influencer marketing campaign as it involves boosting the micro-influencer posts or boosting a collection of micro-influencers posts Target KPI : Cost of Click < \$1 Target ROAS: 120% to 300% (This will be discussed during our strategy session with all clients: the number ranges based on product, website and offer) Conversion rate: min 2% of total clicks (conversion being phonecall, form enquiry or whatsapp message) Timeline: 3 weeks"		Per Package	2.00		
Digital Asset Creation 15 x sponsored posts by Micro-Influencers		Per Influencer	15.00		
Review and recommendation Monthly campaign report/Final Report		Per Hour	5.00		
4) Training					
Handover		Per Hour	5.00		
5) Others Not Applicable					
<b>Total</b>				\$ 10,000.00	\$ 10,000.00

<sup>1</sup> A higher upgrade of the software version is acceptable, for example a 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