

<b>Company</b>	RHAD Pte. Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM RHAD Digital Marketing Package Version 1 - PPC Starter (6 months)
<b>Appointment Period</b>	17 March 2022 to 16 March 2023
<b>Extended Appointment Period<sup>2</sup></b>	17 March 2023 to 16 March 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Not Applicable					
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis Persona Development & Target Persona Market Landscape Brand and Competitor Audit		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Strategy, Media Strategy and Key Performance Indicator Proposed brand positioning Analysis and Recommendation - Digital Assets		Per Report	1.00		
Digital Marketing Campaigns Social Media Ad Campaign - Formulation, Planning and execution of the digital strategy - Content Management, Development and Production - Set up, Monitoring and Optimisation of ads (across max 2 social media platform) - Channel and Campaign Reporting - Digital Media Planning		Per Month	6.00		
Estimated Results Campaign - Average Click through rate - 1%, Average Conversion Rate - 5 - 9% Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Search Engine Marketing - Formulation, Planning, and execution of the strategy - Content Production of 5 ad groups and 3 ad copies each - Channel and Campaign Reporting - Ad Set up, Monitoring and Optimisation					
Google Analytics Set up (One time)		Per Month	6.00		
Estimated Results Campaign - Average CPM - \$3.5, Average CVR - 4.5% and Average Cost per Acquisition - 75 SGD Target ROAS (Return on Ad spend) - 200% to 500%*					
*- Based on industry benchmark and client needs.					
Digital Assets Creation Landing Page (including copywriting)		Per Unit	1.00		
Digital Assets Creation Ads (Copy and Visuals)		Per Unit	12.00		

Digital Assets Creation Google Adwords Copy		Per Unit	15.00		
Review and recommendation Monthly Ranking Report Monthly Review		Per Report	6.00		
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		Per Setup	1.00		
5) Others Not Applicable					
<b>Total</b>			<b>\$</b>	<b>9,000.00</b>	<b>\$ 9,000.00</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