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| Company | THE GENIA PTE LTD |
| Digital Solution Name & Version Number¹ | DM GENIA SEMANTIC SEO - Package 1 - SEO + Content Marketing (3 Months) |
| Appointment Period | 29 September 2022 to 28 September 2023 |
| Extended Appointment Period² | 29 September 2023 to 28 September 2024 |

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

| Cost Item | Unit Cost (\$) | Unit | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|---|----------------|-----------|----------|---------------|-----------------------|
| 1) Software N/A | | N/A | 1.00 | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services Digital Marketing Needs Analysis Keyword Research Competitor Analysis (Traffic, Keywords & Backlinks) Content Analysis Technical Analysis | | Per month | 1.00 | | |
| Digital Marketing Strategy Development - Organic Authority Routemap (Digital Marketing Strategy Report) | | Per month | 1.00 | | |
| Digital Marketing Campaigns: SEO (3 Months) - 40 Keywords - Semantic Gap Analysis - On-page/Technical SEO - Off-page SEO/Link Building - Copywriting - Conversion Optimisation Search Engine - Google Singapore - Google Singapore (Mobile) - Yahoo Singapore - Bing Singapore Digital Marketing Software - Google My Business Optimisation Google Analytics Google Search Console SE Ranking | | Per month | 3.00 | | |
| Digital Marketing Campaigns: Content Marketing (3 Months) Keyword Research Data Driven Content Calendar 2 Blog Articles/Month (1000words) | | Per month | 3.00 | | |
| Digital Assets Creation - Up 10 target pages of copywriting (sales and article pages) | | Per month | 1.00 | | |
| Review and recommendation Monthly Progress Report (Ranking, Traffic & Leads) Monthly Review Call Final Report Development and integration of leads management processes with existing business processes | | Per month | 1.00 | | |
| 4) Training | | | | | |

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|---|--|-----------|------|--------------|--------------|
| <p>KPI: Rankings: 10 - 30% of Keywords on Page 1 in 3 months Organic Traffic: 10 - 30% increase in 3 months Leads: 10-30% increase in 3 months Revenue: 10 - 30% revenue increase</p> <p>(Actual estimation will be provided during project commencement based on product, pricing and current conversion rates)</p> <p>5) Others Not Applicable</p> | | Per month | 1.00 | | |
| Total | | | | \$ 10,500.00 | \$ 10,000.00 |

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999

² 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