

Company	Active Interactions Pte Ltd
Digital Solution Name & Version Number¹	Trueblu CRM Version 3.8 - Intermediate Package
Appointment Period	29 December 2022 to 28 December 2023
Extended Appointment Period²	29 December 2023 to 28 December 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Trueblu CRM V3.8 Subscription for 1 Outlet: - Unlimited cloud storage, and unique staff id creation - Unlimited campaign creation - SMS module - Basic loyalty module (\$150/month, 12 month Plan) Business Intelligence Tools and Reports for 1 Outlet: - Cloud base CRM - Report & analytical module - Facebook pixel integration - Google analytics integration - Social profiling module - Social analytics - Social integration (\$125/month, 12 month Plan) Trueblu Cloud Marketing Module - Dynamic instagram #hashtag tracking module - Automated Instagram #hashtag marketing module - Trueblu Facebook marketing module (Automated Dynamic facebook post marketing) - Facebook/Instagram retargeting module - Google analytics website referral module - Affiliate marketing ,with payout Tracking module - Gamification Module - Campaign Gamification module - Targeted gamification audience module - Rigged / Unrigged Game creation - Template Game library - Rewards management - Survey - Paid membership program		per year	1.00		
2) Hardware Not Applicable					
3) Professional Services Set-up cost for 1 outlet include for 1 outlet (9 man days): - On site consultation of project requirements scoping - Setup of campaigns, customization of campaigns based on workflow - Onsite deployment - Trueblu marketing Module Set up, configuration		per outlet	1.00		
4) Training Onsite Training (2 man days): - Onsite training with merchant ground crew to ensure good adoption and usage - Onsite training for merchant for backend dashboard - Provision of recommendations to create success for merchant based on on-site workflow and enrolment process		per outlet	1.00		
5) Others Not Applicable					
Total				\$ 9,080.00	\$ 9,080.00

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