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| Company | Hashmeta Pte Ltd |
| Digital Solution Name & Version Number¹ | DM Hashmeta Digital Enablement Packages - Package 3 - Paid Advertising + Influencer Marketing [3 Months] |
| Appointment Period | 23 February 2023 to 22 February 2024 |
| Extended Appointment Period² | 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 | | | | | |
| Total | | | | \$ 10,000.00 | \$ 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