

<b>Company</b>	Innovative Hub (SG) Pte.Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	DM Innovative Hub Digital Marketing Packages - Package 1-SMM(XHS content creation)+SMM(XHS KOL Management)-3Months
<b>Appointment Period</b>	13 March 2025 to 12 March 2026
<b>Extended Appointment Period<sup>2</sup></b>	13 March 2026 to 12 March 2027

**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	0.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis		Per Report	1.00		
Digital Marketing Strategy Development Digital Marketing Strategy Report - Marketing Objectives - KPIs - Budget Plan - Brand Positioning - Target Audience - Client Engagement Framework - Project Brief & Plan - Conflict Resolution Framework		Per Report	1.00		
Xiao Hong Shu Management-3 Months Scope of Work  - 8 static post per month - Finalised Caption Copywriting - Content Publishing - Hashtag Creation - SEO Optimisation for content Target KPI: Engagement Rate 200-500 Follower Growth more than 30% Target Leads: 10-30		Per Month	3.00		
Digital Assets Creation per month - Graphic Design & Chinese Copywriting x 8 per month		Per Month	3.00		
Digital Marketing Campaign 2 per month KOL/KOC Management Scope of Work: - 4 KOL/KOC per month - Look for suitable KOL/KOC to create content - Addition charges by KOL/KOC, From Exchange Service to \$1000 Target KPI: Engagement Rate: 200-500		Per Month	3.00		
Review and recommendation		Per Setup	1.00		
Final Report		Per Setup	1.00		
Development and integration of leads management processes with existing business processes		Per Setup	1.00		
4) Training Handover Checklist Documentation		Per Setup	1.00		
5) Others Not Applicable					

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<b>Total</b>	\$ 9,900.00	\$ 9,900.00
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<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