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| Company | MediaOne Business Group Pte. Ltd. |
| Digital Solution Name & Version Number¹ | DM MediaOne SEO SEM SMM SMA Digital Marketing Boost Up Version 3 - Package A SEO SEM (6 months) |
| Appointment Period | 23 May 2024 to 22 May 2025 |
| Extended Appointment Period² | 23 May 2025 to 22 May 2026 |

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 to Digital Marketing Packages | | NA | 0.00 | | |
| 3) Professional Services Digital Marketing Needs Analysis - Needs Analysis - Keyword Research and Analysis - Technical Audit and Analysis - Competitor Analysis | | Per Report | 1.00 | | |
| Digital Marketing Strategy Development - Digital Marketing Strategy Report | | Per Report | 1.00 | | |
| Digital Marketing Campaigns 6 Months SEO 10 Keywords + 5 Extra Keywords 1. Dedicated Project Coordinator 2. Access to SEO Consultation (U.P. \$160/hour) 3. Keywords Research, Keywords Proposal, Keywords Mapping | | Per Month | 6.00 | | |
| 4. On-Page Recommendation - Meta Data Optimisation - Images Optimisation - Content Optimisation - Sitemap.xml Installation - Robots.txt - Google Search Console Installation | | | | | |
| 5. On-Page Implementation (either implement by MediaOne or Client's IT team) | | | | | |
| 6. Website and Technical Pre-Audit - Crawl Error - Broken Links (4xx pages) - Page Indexing - Mobile Responsive - Desktop Speed - Mobile Speed - URL Anomalies - Uptime Robot (Server Downtime) Audit - Disavow of Backlinks (Spam links) - Sitemap.xml | | NA | 0.00 | | |
| 7. High Domain Authority Backlinks/Month (industry contextual link) | | | | | |
| KPIs SEO: Target 30% of 10 Keywords (excluding 5 Extra Keywords) to rank on page 1 of Google within 6 months (Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer) | | Per Campaign | 1.00 | | |

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| <p>Digital Marketing Campaigns SEARCH ENGINE MARKETING (SEM) 3 Months Google Search Network (GSN) OR Google Display Network (GDN) Campaign</p> <p>1. Account Setup - Google Ads Account Setup - Google Tag Manager (GTM) Creation & Implementation - Event Tracking & Testing (if applicable) via GTM - Google Analytics (GA) Creation & Installation - 1 to 3 Event Tracking & Goal Creation (if applicable) in GA - Google Ads and Analytics linking - Exclude Media Budget</p> <p>2. Campaign Setup Google Search Network (GSN) - 1 to 3 Ad Groups Setup - 1 to 3 Ad Copies per Ad Group - Budget Division and Bid Setup - Keywords & Competitors Research - Text Ads Creation OR Google Display Network (GDN) - 1 to 3 Ad Groups Setup - 1 set of 3 to 5 Static Ad Creatives (1 theme) - Budget Division and Bid Setup - Keywords & Competitors Research</p> <p>3. Campaign Management and Optimisation Google Search Network (GSN) - Testing New Ads/Keywords Including A/B Split Testing (where applicable) - Remove Underperforming Ads/Keywords - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation - Insights, Analysis and Recommendations OR Google Display Network (GDN) - Testing New Audience/Placements Including A/B Split Testing (where applicable) - Remove Underperforming Audience/Placements - Conversion Tracking and Overall Campaign Reporting - Bid Adjustments and Budget Reallocation - Insights, Analysis and Recommendations</p> <p>KPIs SEM GSN: Target Click Through Rate (CTR) of 2 - 5% OR SEM GDN: Target Click Through Rate (CTR) of 0.2 - 0.5% (Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer and ad budget)</p> <p>Digital Assets Creation SEO Blog Article (400 to 500 words each)</p> <p>SEM GSN: Landing Page (includes Copywriting of 400 to 500 words) OR SEM GDN: 1 set of 3 to 5 Static Ad Creatives (1 theme)</p> <p>Review and recommendation Search Engine Optimisation Monthly Report and Review</p> <p>Search Engine Marketing Monthly Report and Review</p> <p>Final Project Report</p> <p>Development and integration of leads management processes with existing business processes Not applicable</p> | <p>Per Account</p> <p>Per Campaign</p> <p>Per Month</p> <p>Per Campaign</p> <p>Per Article</p> <p>Per Set</p> <p>Per Report</p> <p>Per Report</p> <p>Per Report</p> <p>NA</p> | <p>1.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p> <p>3.00</p> <p>1.00</p> <p>6.00</p> <p>3.00</p> <p>1.00</p> <p>0.00</p> | | |
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| 4) Training Handover Checklist Documentation | | Per Setup | 1.00 | | |
| 5) Others Not applicable to Digital Marketing Packages | | NA | 0.00 | | |
| Total | | | | \$ 7,900.00 | \$ 7,900.00 |

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