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| Company | iClick Media Pte Ltd |
| Digital Solution Name & Version Number¹ | DM iClick Media Digital Marketing Packages - Package 2 - SEO/SMM 3 MONTHS [45 Keywords] |
| 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 | | | | | |
| 2) Hardware Not Applicable | | | | | |
| 3) Professional Services Digital Marketing Needs Analysis - Keyword Research & Analysis - Competitor Research & Anlysis - Site Audit & Recommendations | | Per Report | 0.00 | | |
| Digital Marketing Strategy Development - Digital Market Strategy Report | | Per Report | 0.00 | | |
| Digital Marketing Campaigns 1. Search Engine Optimisation (SEO) - 9 groups of 5 keywords (total 45 Keywords) to be listed on Google Singapore - SEO Keywords Research & Analysis - Article Writing for link building purposes (FOC) - On-page/Technical SEO - Off page SEO/Monthly Link Building Activities - Google Analytics Tracking & Goal Conversion Setup - Google Search Console Setup - Google My Business Setup &/or Optimisation | | Per Month | 3.00 | | |
| KPIs: (* this will varies from industry) - 10% of keywords on Page 1 of Google Singapore | | | | | |
| Digital Marketing Campaigns 2. Social Media Marketing (SMM) - Organic social media postings up to 2 platforms (Facebook, Instagram / Twitter) - Setup & Optimisation of social media Business Pages up to 2 platforms (Facebook, Instagram / Twitter) - Monthly content posting calendar (4 - 6 posts per month) - Creation of digital assets for organic postings 4-6 visuals per month (images or GIF) - Copywriting of captions & publishing of organic postings - Boosting of post up to 3-5 post per month at \$50 up to 5 days per boost | | Per Month | 3.00 | | |
| - KPIs: (* this will varies from industry) - 4-6 Leads within the campaign period | | | | | |
| Digital Assets Creation - SEO - 2 Blog Articles (each article 600 to 1000 words with up to 5 stock images) | | Per Setup | 0.00 | | |
| Digital Assets Creation - SMM - 4-6 visuals (image/ GIF) for organic postings per month - Up to 2 changes per visual | | Per Setup | 0.00 | | |
| Development and integration of leads management processes with existing business processes | | Per Setup | 0.00 | | |

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|--|--|-----------|------|-------------|-------------|
| 4) Training Training - Digital Assets Handover - Training Guide | | Per Setup | 0.00 | | |
| 5) Others Not Applicable | | | | | |
| Total | | | | \$ 9,990.00 | \$ 9,990.00 |

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