

Company	Kaliber Asia Pte. Ltd.
Digital Solution Name & Version Number¹	DM Kaliber Asia Digital Marketing - Package 1 - E-Commerce SEM+SMA Starter Package (3 Months)
Appointment Period	05 September 2024 to 04 September 2025
Extended Appointment Period²	05 September 2025 to 04 September 2026

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software N/A		Per User	1.00		
2) Hardware Not Applicable					
3) Professional Services Digital Marketing Needs Analysis - Discovery Workshop & Objective Alignment (Business Needs Analysis) - Business and Competitor Industry (SWOT Analysis & State of Market) - Performance Audit & Recommendations		per Report	1.00		
Digital Marketing Strategy Development - Digital Market Strategy Report - Recommendations From Needs Analysis - Media Plan Forecast		Per Report	1.00		
Digital Marketing Campaigns a) Setup & Alignment - Planning / Quarterly planning - Campaign Matrix & Mastersheet - Keyword Research & Analysis		per Setup	1.00		
Ad Account Setup & Tracking - Google Tag Manager - Google Analytics - Google Ads - Facebook					
b) Campaign 1 - Google Search & Shopping (SEM) Campaign Monthly KPIs: a) Target Conversion rate: 1.5% - 5% of total clicks b) Target Return on Ad Spend (ROAS): 1.5x-7x Note: Target KPI differs based on industry, Average order value - SEM Keywords Research and Analysis - Ad Copies Creation and A/B Split Testing - Daily Bid Optimisation and Monitoring - Keywords Match Type Optimisation and Monitoring - Merchant Center Feed Integration		Per Quarter	3.00		
c) Campaign 2 - Social Media Advertising (SMA) E-Commerce Campaign Monthly KPIs: a) Target Conversion rate: 1.5% - 6% of total clicks b) Target Return on Ad Spend (ROAS): 1.5x-7x Note: Target KPI differs based on industry, Average order value - Ad Copies Creation & Split-Testing - Interest Audience & Custom List Optimisation - Bid Optimisation and Monitoring - Dynamic Catalog Campaign Setup		Per Quarter	3.00		

Digital Assets Creation b) Paid Ad Media - Static Assets - 5x Social Feed Ad (FB, Instagram - 1080p x 1080p) artwork design + caption - 5x Social Stories Feed Ad (FB, Instagram - 1080p x 1920p) artwork design + caption - 1x Carousel Social Feed Ad (artwork design + caption) artwork design + caption - 2x Display Banners (artwork design + caption) - 1x 15 Second Motion Social Feed Ad (FB, Instagram - 1080p x 1080p) artwork design + caption)	Per Set	1.00		
Review and recommendation - Monthly Performance Report & Review	Per Report	3.00		
Review and recommendation - Final Report & Recommendations	Per Report	1.00		
Review and recommendation - Fortnightly Performance Meeting & Recap	Per Meeting	6.00		
4) Training Handover & Training Support - Digital Assets Handover - Consulting and Training Guide	Per Report	1.00		
Handover & Training Support - Post Handover Support - 5 Hours	Per Set	5.00		
5) Others Not Applicable				
Total			\$ 9,770.00	\$ 9,770.00

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