

Company	Addlly AI Pte. Ltd.
Digital Solution Name & Version Number¹	Addlly AI Enterprise Playground Version 1 - Gen AI Writer Package 5: Full Digital Marketing
Appointment Period	20 February 2025 to 19 February 2026
Extended Appointment Period²	20 February 2026 to 19 February 2027

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
<p>1) Software Clients will get a custom SEO Blogs & Social Media Playground based on their content strategy. This will be created bespoke using Addlly tools. Addlly will design and develop a tailored solution leveraging various techniques, including, but not limited to: a) the use of Client first-party data b) adherence to brand guidelines c) analysis of past content d) fine-tuning language models e) implementing a Retrieval- Augmented Generation (RAG) system f) configuring custom prompts, and g) delivering in bespoke output formats.</p> <ul style="list-style-type: none"> • Output: SEO Blogs include MetaTitle, Description, Keywords, Keyword Score, Readability Score and Fact Checker. Social posts could be for LinkedIn, Facebook, Instagram or X and will be a combination of high-quality image (AI Generated, Free Images or Uploaded) or infographics, in a single post or carousel format. The Product Newsletter, Brochure or EDM will contain marketing material on Client products. • Catalog Integration: Connect up to 30 product details from API or documents provided. • Idea Generation: Based on social listening and/or product details. • Detailed Content Calendar • Multiple Tone Customization: Upto 3 tones • High Quality Images • Fact Checker and Auto Citation • Live Trending Posts & Hashtag Suggestions • Smart Filtering Systems: Segregate products by customer segments • Ability to create up to 8 blogs, 16 social media posts, 8 A4 pages equivalent of newsletter content and 8 Banners a month 		Per License	1.00		
		Per Month	12.00		
<p>2) Hardware Not Applicable</p>					
<p>3) Professional Services Digital Use Case Analysis Call: Kick off Call to understand business needs, current strategy and workflows. Solution Proposal: Post kickoff call, Team Addlly will suggest a proposal workflow that is customized for each Client. Feedback Session: Post the setup of the playground, Client will get a one week testing period. After that there will be a feedback session to incorporate any improvements based on feedback.</p>		Man-Hour	1.00		
<p>4) Training 1-hour training session on platform usage and best practices after completion of set up and monthly follow up call.</p>		Man-Hour	1.00		
<p>5) Others Not Applicable</p>					

Total	\$ 12,000.00	\$ 10,100.00
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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