

<b>Company</b>	EPOS Pte. Ltd.
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	EPOS Marketing AI Version 1.0 - Multiple Outlets (Unlimited Users)
<b>Appointment Period</b>	23 February 2023 to 22 February 2024
<b>Extended Appointment Period<sup>2</sup></b>	23 February 2024 to 22 February 2025

wef. 02 May 2024

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software EPOS Marketing AI <ul style="list-style-type: none"> <li>• Unlimited Users</li> <li>• 2 to 5 Outlets</li> <li>• Up to 20,000 customers. Inclusive of associated cloud data storage and fees.</li> <li>• Standard analytics dashboard</li> <li>• Membership, membership points and customer loyalty management and campaigns</li> <li>• AI marketing functionality</li> <li>• Automated WhatsApp promotions and automated marketing message sequence</li> <li>• Automated WhatsApp messages to notify of events or promotions</li> <li>• Basic chatbot functionality to reply to standard customer queries over WhatsApp</li> <li>• Payments can be made via integrated PayNow and Credit Card over WhatsApp</li> <li>• Analysis of customer behavior and dynamic profiling to trigger customized message sequence</li> <li>• Roles and permission controls</li> <li>• WhatsApp integration</li> </ul>		Per License	1.00		
2) Hardware Not Applicable					
3) Professional Services Scoping and Documentation <ul style="list-style-type: none"> <li>• Review of old membership programs</li> <li>• Review of planned changes to membership programs</li> <li>• Design of membership programs based on EPOS's capabilities</li> <li>• Design of rewards and promotions based on EPOS's capabilities</li> <li>• Review existing marketing messages such as sign-up emails, points expiry emails etc.</li> </ul>		Per man-day	1.50		
System setup and configuration inclusive of <ul style="list-style-type: none"> <li>• Configuration of membership programs based on system's capabilities</li> <li>• Setup of new membership tiers and logic</li> <li>• Setup of new membership rewards and promotions</li> <li>• Configuration of marketing messages such as sign-up emails, points expiry emails etc.</li> </ul>		Per man-day	1.50		
Data Migration <ul style="list-style-type: none"> <li>• map old membership tiers to new tiers</li> <li>• map old rewards to new rewards</li> <li>• map customers' old data to new data structure</li> <li>• migrate customers' information</li> <li>• migrate customers' points and rewards</li> <li>• migrate membership tiers</li> <li>• migrate membership promotions and rewards</li> </ul>		Per man-day	1.00		
UAT and Go Live Support		Per man-day	1.50		
4) Training					

<ul style="list-style-type: none"> <li>• Training of marketing automation, AI and CRM tools to SME</li> </ul> <p>5) Others Not Applicable</p>		Per Man-Day	1.50		
<b>Total</b>				\$ 18,200.00	\$ 8,200.00

<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