

|   |   |
|---|---|
| <b>Company</b>  | MediaOne Business Group Pte. Ltd.   |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | DM MediaOne SEO   SEM   SMM   SMA Digital Marketing Boost Up Version 3 - Package B SEO SEM (6 months) |
| <b>Appointment Period</b>                                     | 23 May 2024 to 22 May 2025  |
| <b>Extended Appointment Period<sup>2</sup></b>                | 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<br>Not applicable to Digital Marketing Packages   |                | NA           | 0.00     |               |                       |
| 2) Hardware<br>Not applicable to Digital Marketing Packages   |                | NA           | 0.00     |               |                       |
| 3) Professional Services<br>Digital Marketing Needs Analysis<br>- Needs Analysis<br>- Keyword Research and Analysis<br>- Technical Audit and Analysis<br>- Competitor Analysis  |                | Per Report   | 1.00     |               |                       |
| Digital Marketing Strategy Development<br>- Digital Marketing Strategy Report   |                | Per Report   | 1.00     |               |                       |
| Digital Marketing Campaigns<br>SEARCH ENGINE OPTIMISATION (SEO)<br>6 Months SEO 15 Keywords + 5 Extra Keywords<br>1. Dedicated Project Coordinator<br>2. Access to SEO Consultation (U.P. \$160/hour)<br>3. Keywords Research, Keywords Proposal, Keywords Mapping                    |                | Per Month    | 6.00     |               |                       |
| 4. On-Page Recommendation<br>- Meta Data Optimisation<br>- Images Optimisation<br>- Content Optimisation<br>- Sitemap.xml Installation<br>- Robots.txt<br>- Google Search Console Installation  |                |              |          |               |                       |
| 5. On-Page Implementation (either implement by MediaOne or Client's IT team)  |                |              |          |               |                       |
| 6. Website and Technical Pre-Audit<br>- Crawl Error<br>- Broken Links (4xx pages)<br>- Page Indexing<br>- Mobile Responsive<br>- Desktop Speed<br>- Mobile Speed<br>- URL Anomalies<br>- Uptime Robot (Server Downtime) Audit<br>- Disavow of Backlinks (Spam links)<br>- Sitemap.xml |                | NA           | 0.00     |               |                       |
| 7. High Domain Authority Backlinks/Month (industry contextual link)   |                |              |          |               |                       |
| KPIs<br>SEO: Target 30% of 15 Keywords (excluding 5 Extra Keywords) to rank on page 1 of Google within 6 months<br>(Estimated ROI calculation to be in the range of 1.2x to 3x depending on industry, product/service, offer)   |                | Per Campaign | 1.00     |               |                       |

|   |   |   |  |  |
|---|---|---|--|--|
| <p>Digital Marketing Campaigns<br/> SEARCH ENGINE MARKETING (SEM)<br/> 3 Months Google Search Network (GSN) OR Google Display Network (GDN) Campaign</p> <p>1. Account Setup<br/> - Google Ads Account Setup<br/> - Google Tag Manager (GTM) Creation &amp; Implementation<br/> - Event Tracking &amp; Testing (if applicable) via GTM<br/> - Google Analytics (GA) Creation &amp; Installation<br/> - 1 to 3 Event Tracking &amp; Goal Creation (if applicable) in GA<br/> - Google Ads and Analytics linking<br/> - Exclude Media Budget</p> <p>2. Campaign Setup<br/> Google Search Network (GSN)<br/> - 1 to 3 Ad Groups Setup<br/> - 1 to 3 Ad Copies per Ad Group<br/> - Budget Division and Bid Setup<br/> - Keywords &amp; Competitors Research<br/> - Text Ads Creation<br/> OR<br/> Google Display Network (GDN)<br/> - 1 to 3 Ad Groups Setup<br/> - 1 set of 3 to 5 Static Ad Creatives (1 theme)<br/> - Budget Division and Bid Setup<br/> - Keywords &amp; Competitors Research</p> <p>3. Campaign Management and Optimisation<br/> Google Search Network (GSN)<br/> - Testing New Ads/Keywords Including A/B Split Testing (where applicable)<br/> - Remove Underperforming Ads/Keywords<br/> - Conversion Tracking and Overall Campaign Reporting<br/> - Bid Adjustments and Budget Reallocation<br/> - Insights, Analysis and Recommendations<br/> OR<br/> Google Display Network (GDN)<br/> - Testing New Audience/Placements Including A/B Split Testing (where applicable)<br/> - Remove Underperforming Audience/Placements<br/> - Conversion Tracking and Overall Campaign Reporting<br/> - Bid Adjustments and Budget Reallocation<br/> - Insights, Analysis and Recommendations</p> <p>KPIs<br/> SEM GSN: Target Click Through Rate (CTR) of 2 - 5% OR<br/> SEM GDN: Target Click Through Rate (CTR) of 0.2 - 0.5%<br/> (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<br/> SEO Blog Article (400 to 500 words each)</p> <p>SEM GSN: Landing Page (includes Copywriting of 400 to 500 words)<br/> OR<br/> SEM GDN: 1 set of 3 to 5 Static Ad Creatives (1 theme)</p> <p>Review and recommendation<br/> 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<br/> 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> |  |  |
|---|---|---|--|--|

|   |  |           |      |                    |                    |
|---|--|-----------|------|--------------------|--------------------|
| 4) Training<br>Handover Checklist Documentation           |  | Per Setup | 1.00 |                    |                    |
| 5) Others<br>Not applicable to Digital Marketing Packages |  | NA        | 0.00 |                    |                    |
| <b>Total</b>  |  |           |      | <b>\$ 9,700.00</b> | <b>\$ 9,700.00</b> |

<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