

**DETAILS OF PRE-APPROVED DIGITAL SOLUTION**

**ANNEX 3**

|   |   |
|---|---|
| <b>Company</b>  | Pepper Cloud Pte. Ltd.                  |
| <b>Digital Solution Name &amp; Version Number<sup>1</sup></b> | Pepper Cloud CRM Version 14.0 - AI PLUS |
| <b>Appointment Period</b>                                     | 07 September 2023 to 06 September 2024  |
| <b>Extended Appointment Period<sup>2</sup></b>                | 07 September 2024 to 06 September 2025  |

wef. 28 December 2023

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

| Cost Item   | Unit Cost (\$) | Unit                              | Quantity | Subtotal (\$) | Qualifying Cost* (\$) |
|---|----------------|-----------------------------------|----------|---------------|-----------------------|
| 1) Software<br>Pepper Cloud CRM Version 14.0 - AI PLUS<br><br>(The number of user licenses for AI PLUS pkg is upto 15 users. Perpetual license on cloud)<br><br>CRM FEATURES<br>- Business module - Activity module - Dashboard - Sales management - Message module - Workflow automation - Campaign management - Full integration - Customization - User management - Profile, role & permissions - Import & export - Security (2fa & captcha)<br><br>ASSIST AI PREMIUM FEATURES<br>- AI Chatbot knowledge base - AI web extraction - AI Sentiment anlysis - Upto 20K AI response tokens included.<br><br>MARKETING PREMIUM FEATURES<br>- Telephony Integration - WhatsApp Web - Messaging channel reporting - Add upto 3 channels - Integration with Google and FB ads - Open APIs - Enhanced Personal data controls - UTM tracking |                | Perpetual License (upto 15 users) | 1.00     |               |                       |
| 2) Hardware<br>Not Applicable   |                |                                   |          |               |                       |
| 3) Professional Services<br>System setup and configuration inclusive of full user onboarding and support. Includes CRM setup, custom workflow setup, social messaging set up & template creation, form customization, custom fields setup, user setup, page view creation, integration setup, and salesflow consultation  |                | Per Manday                        | 3.00     |               |                       |
| AI PLUS set up and configuration  |                | Per Manday                        | 1.00     |               |                       |
| Marketing set up and configuration include setting up campaign UTM, automated workflows (upto 3), message template (upto 3)   |                | Per Manday                        | 1.00     |               |                       |
| Ad landing page set up and configuration  |                | Per Manday                        | 1.00     |               |                       |
| Data Migration for business modules   |                | Per Manday                        | 1.00     |               |                       |
| 4) Training<br>Training for Admin User on user definition and org set up, workflow setup & usage, data import & export, setting up message templates, setting up customization, setting up integration, webform management and security management.<br>Training for Standard User on data creation and management, usage of business modules, pipeline flow and visualization and usage of all other features in the CRM.<br>Using CRM manual<br>(Training hours per manday is 4hours)  |                | Per Manday                        | 4.00     |               |                       |
| 5) Others<br>Not Applicable   |                |                                   |          |               |                       |
|   |                | <b>Total</b>                      |          | \$ 19,500.00  | \$ 7,800.00           |

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<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