

## Digi-TAC Solution Package Schedule for Approved Vendor

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| <b>Company &amp; UEN</b>   | Ifoundries (Asia Pacific) Pte Ltd<br>UEN 200500323W  |
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| <b>Solution Package Name &amp; Version Number [1]</b>            | Package B – 12 months Search Engine Optimisation for greater visibility  |
| <b>Brief Description of Solution Package (100 words maximum)</b> | The SEO package is dedicated to help you gain organic visibility and improved your organic traffic by at least 20%.  |
| <b>Eligibility Period</b>  | 21 October 2022 to 20 October 2023   |
| <b>Renewal of Eligibility Period [2]</b>                         | 21 October 2023 to 20 October 2024   |

### Standard Solution Package (i.e. minimum items to be purchased)

| Item Description  | Unit Cost (\$) | Unit      | Quantity | Subtotal Price (\$) |
|---|----------------|-----------|----------|---------------------|
| 1. Software   | NA             | NA        | NA       | NA                  |
| 2. Hardware   | NA             | NA        | NA       | NA                  |
| 3. Professional Services<br>12 months of Search Engine Optimisation (SEO) for 10 keywords<br><br>- Alignment on TAC current state and profile of customers<br><br>- Understanding Client's Business Model, Brand Guidelines, Target Audience & Budget | \$1,800        | Per Month | 12       | \$21,600            |

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| <ul style="list-style-type: none"> <li>- Analysing Client’s Current Social Media Presence (Facebook &amp; Instagram) Presence</li> <li>- Gathering Client’s Social Media Marketing (Facebook &amp; Instagram) Objectives</li> <li>- Competitor Analysis</li> <li>- Includes on-page optimisation such as title and meta description updates, sitemap creation, robots.txt update, image alt text and anchor text optimisation</li> <li>- Includes off-page optimisation of building quality backlinks</li> <li>- Includes technical recommendations for client to implement through their own technical team</li> <li>- Includes Google Search Console and Google Analytics monitoring</li> <li>- Includes monthly report via email and quarterly in-depth analysis</li> <li>- 6 pieces of content: 1,000-word article OR infographic with 6 sections (every 2 months)</li> <li>- Articles includes research for industry specific keywords, ideation of content topics and set up of content calendar and ensuring written content is SEO-optimised, with up to 2 stock images included in</li> </ul> |  |  |  |  |
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|---|-----------|-----------|-----------------------|-----------|
| <p>each article</p> <ul style="list-style-type: none"> <li>- Infographics includes research for industry topics and ideation based on provided content such as whitepaper or brief, with custom design based on provided branding guidelines and custom copywriting for a maximum of 6 sections on top of the title and footer sections.</li> <li>- TAC can choose a mix of content and infographics, with general recommendation being to release 1 piece of content every 2 months</li> </ul> |           |           |                       |           |
| 4. Training Handover Checklist Documentation  | Inclusive | Inclusive | Inclusive             | Inclusive |
| 5. Others   | NA        | NA        | NA                    | NA        |
|   |           |           | <b>Total (\$\$) :</b> | \$21,600  |

[1] A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.999

[2] SGTech may exercise the option to extend the Eligibility Period for an additional one-year ("Renewal Eligibility Period")

All prices excluding GST.