

## **Digi-TAC Solution Package Schedule for Approved Vendor**

<b>Company &amp; UEN</b>	Ifoundries (Asia Pacific) Pte Ltd UEN 200500323W
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<b>Solution Package Name &amp; Version Number [1]</b>	Package C – Google SEM 6 months campaign
<b>Brief Description of Solution Package (100 words maximum)</b>	The Google Search Package is dedicated to help you get visibility via sponsored ads in the Google Search Engine.
<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)**

<b>Item Description</b>	<b>Unit Cost (\$)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Subtotal Price (\$)</b>
1. Software	NA	NA	NA	NA
2. Hardware	NA	NA	NA	NA
3. Professional Services 6 months of Google Search advertising  Ad budget of SGD2,000 per month (not included in grant)  Includes campaign setup with keyword & demographic research, a single landing page creation and Ad campaign creation  Includes weekly campaign optimisation of keywords, copy	\$1,500	Per Month	6	\$9,000

and campaign dynamics  Includes monthly Google Ads report via email and quarterly in-depth analysis				
4. Training Handover Checklist Documentation	Inclusive	Inclusive	Inclusive	Inclusive
5. Others	NA	NA	NA	NA
			<b>Total (\$\$) :</b>	\$9,000

[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.