

<b>Company</b>	Bona Technologies Systems Pte Ltd
<b>Digital Solution Name &amp; Version Number<sup>1</sup></b>	BonaForce - bonaFORCE SMEs
<b>Appointment Period</b>	30 July 2020 to 29 July 2021
<b>Extended Appointment Period<sup>2</sup></b>	30 July 2021 to 29 July 2022

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost * (\$)
1) Software					
Leads management					
- setup/maintain activity plans for customers					
- setup/edit campaign types, target, media type,					
- setup/edit mailing categories and email groups					
- setup/edit email templates for different customer groups					
CRM Dashboards and Reports Module					
- track progress of various activities					
- track progress of various campaigns					
- track progress of various contact points in the company					
- track company's past purchase history					
- generate customer listing by sales					
- generate customer data by demographics, behavioural and psychographic factors		Per Setup	1.00		
- generate leads generation data by activity/source or customer type					
- generate lead conversion data by activity or customer type					
- generate first call resolution analytics					
Customer Groups module					
- setup/edit customer groups					
- setup/edit terms of payment					
- setup/edit modes of payment					
- setup/edit prices and discounts for different customer groups					
- setup/edit vendor contracts (e.g. payment details, quantity)					
Customer Interaction Features					
• Email marketing					
• Email tracking		Per Setup	1.00		
• Reports					
2) Hardware					
Not Applicable					
3) Professional Services					
User Acceptance Testing		Per Setup	1.00		
4) Training					
User Training		Per Setup	1.00		
5) Others					
Not Applicable					
<b>Total</b>				<b>\$ 4,000.00</b>	<b>\$ -</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