

Walldorf, 25. Mai 2025

Fixed price offer Web-Relaunch (Teil A)

Offer-Nr. 2025_M_0204

Dear Mrs. König,

As requested, I send you the revised offer for the web relaunch.

Fix Price Offer		
Created by: M. Müller		Date: 25.05.25
Part A Web-Relaunch		
Activity	Cost	Description
1. Workshop for analysis and conception (1 day on site)	800,00 €	* Positioning current for 2025 (USP) * Communication goals, target groups (customers/partners), core messages * Competition and business environment * Expectations for future content and performance meeting d. Project scope (existing offline information such as Presentations, use cases, existing corporate design, division of labor, appointment outlook)
2. New content structure ("Content First")	2.000,00 €	* Sales orientation of the page * Development of the new structure * Structure content according to strategic aspects (multi-regional page) * Target group approach, tonality, keywords * Common language: English
3. Screen-Design	2.200,00 €	* Adopting the approved sitemap * Research and development of the new visual language – for all devices * Conceptual design of the main and subpages * Adaptation header and slider
4. Implementation		
4.1. HTML/CSS implementation/programming	1.400,00 €	* Implementation of the layout in HTML5 and CSS3 technology * Browser compatibility from Internet Explorer 9, Firefox, Chrome and Safari
4.2. Implementation of a content management system	1.400,00 €	* Implementation of the technical basis for on-site optimization * Adaptation and implementation to Typo3 * User setup A password-protected one is created for the partner (and customer) user group
E.1. Supplement: Partner Service Portal	720,00 €	Area (documents for download, integration of various content modules, e.g. B. for later webinars). Password assignment directly by MUSTER GmbH. (Automated password assignment can be added later). Sensitive information is stored on a subpage created for investors. Key figures provided by MUSTER. These numbers must be added twice a year be published on time at a certain point in time. The numbers will be discontinued in Germany and released for publication in Australia. Manual solution via user password: Only two people have access data to this area. The person who enters the data and the person who does the releases numbers at the desired time. Effort: 8 hours at 90 euros each
E.2. Supplement: Investor-Page	720,00 €	We would refrain from using an automatic system here, as the server is based on the The time detection function is designed to always represent a risk of failure.
E.3. Supplement: Publication of scheduled press releases	360,00 €	Scheduled publication on your own website is possible. Setting up the function: 4 hours at 90 euros each Can be done in Typo 3. Interested parties apply using a form News/newsletter, you will receive a confirmation link via email in your inbox (Double opt-in procedure) and register. The personal data * Adaptation of the structure and division for mobile devices (smartphones and tablets)
E.4. Connection Mailchimp to Typo3		
4.3. Responsive Webdesign	600,00 €	* Performance adjustment of the website - Creating and editing texts, typesetting - Placing photos and graphics, image captions, contact forms, etc - Individual data protection declaration (according to GDPR) and acceptance of d. Australian Privacy policy - Clean/speaking UKL
4.4. Entering the content modules (4 working days)	1.920,00 €	- Optimization of the various headline types (H1, H2, H3, H4) - Creation of meta titles and descriptions for start and subpages - Creation of internal links including assignment of relevant ALT tags - Renaming of graphics (processing of keywords) - Optimization of the file sizes of the graphics (reduction of loading times)
4.5. Search engine optimization (on-page)	580,00 €	
5. Projektmanagement and Handling (Total Effort)	1.060,00 €	* Content acquisition, planning, coordination, appointments and arrangements
6. Fotografie (mandatory for Webdesign)	2.500,00 €	For web design, it is recommended to use photo motifs from stock photo agencies acquire. Photos of the location or employees should be taken by a photographer be implemented. The photo costs mentioned include: 1 day photographer on site for a daily rate of 1200 euros (also includes travel, image editing, image rights etc.) Art direction on site: 480 euros (also includes briefing from the
7. Typo3-Reduktion (3 hours) for MUSTER-employees	240,00 €	Basic training for up to four employees
Total Costs	16.500,00 €	

If the scope of services changes when the order is placed, I will inform you of the additional or Report reduced costs immediately.

All travel costs for the contractor to Heidelberg are included.

The prices are net prices plus statutory VAT.

I would be very happy to carry out this order for you and remain,

Kind regards from Walldorf
Fr. Müller

COMMUNICATION GmbH