

Company	Advocado Pte Ltd
Digital Solution Name & Version Number¹	Advocado Cloud Loyalty CRM Software - Enterprise
Appointment Period	14 July 2022 to 13 July 2023
Extended Appointment Period²	14 July 2023 to 13 July 2024

wef. 24 August 2023

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

Cost Item	Unit Cost (\$)	Unit	Quantity	Subtotal (\$)	Qualifying Cost* (\$)
1) Software Advocado Cloud software subscription for 1 year - Enterprise Features: <input type="checkbox"/> - Unlimited customers & up to 12 users - Unlimited loyalty campaigns including membership, cashback, points, stamps, stored value, vouchers, birthday rewards, referral, gifting - Comprehensive merchant backend app to access dashboards and reports - Beautiful and intuitive consumer app <input type="checkbox"/> - Fully compliant to PDPA <input type="checkbox"/> - Free upgrades & unlimited cloud storage (suitable for scaling SMEs with 3 - 4 locations) Additional Features for 1 year - Enterprise - Robust real time B.I reporting - Automated customer engagement marketing including scheduled broadcasts, recovery, campaign alerts - Dynamic customer segmentation: Identify your most important and valuable customers automatically - A.I. recommendation and marketing - Whatsapp integration - Paid offers (accept payments on VISA, Mastercard, Google Pay and Apple Pay)		Per Year	1.00		
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2) Hardware Not Applicable					
3) Professional Services CRM Onboarding - Enterprise includes: - Kickstart consultation which includes project requirement scoping - Confirmation and finalisation of requirements - Setup of campaigns, customisation of campaigns based on workflow - Issue of logins for merchant management - Onsite deployment (up to 4 locations)		Per Man Day	11.00		
4) Training Not Applicable					
5) Others Not Applicable					
Total				\$ 15,300.00	\$ 8,025.00

¹ A higher upgrade of the software version is acceptable, for example solution version 3.x allow anything from 3.0 to 3.99999² 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