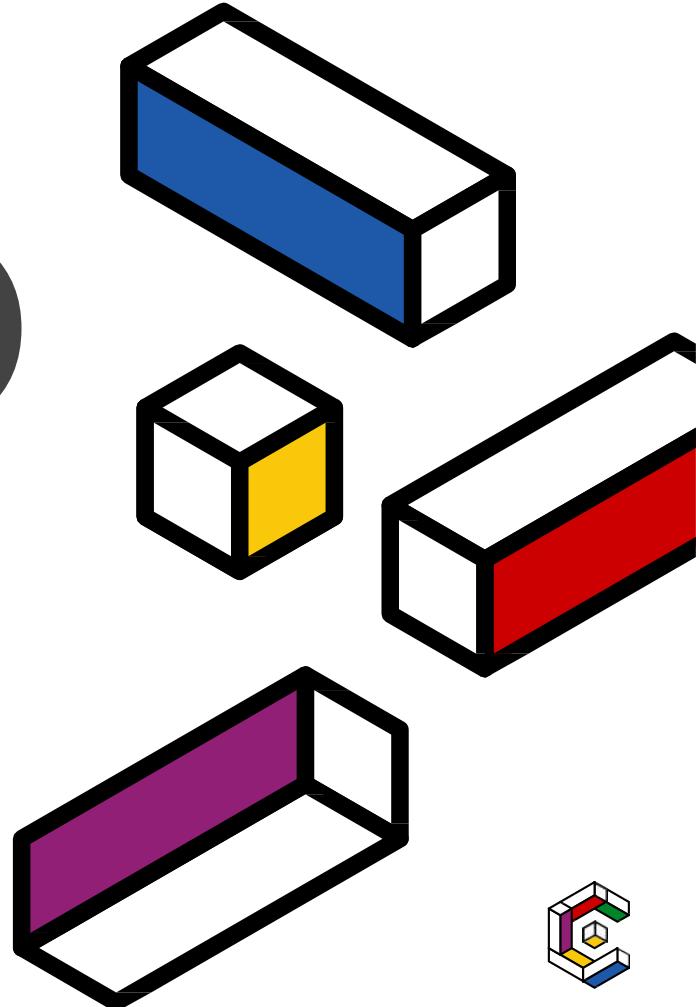


2025

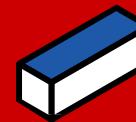
Client Strategy

Updated: 1 Oct 2025



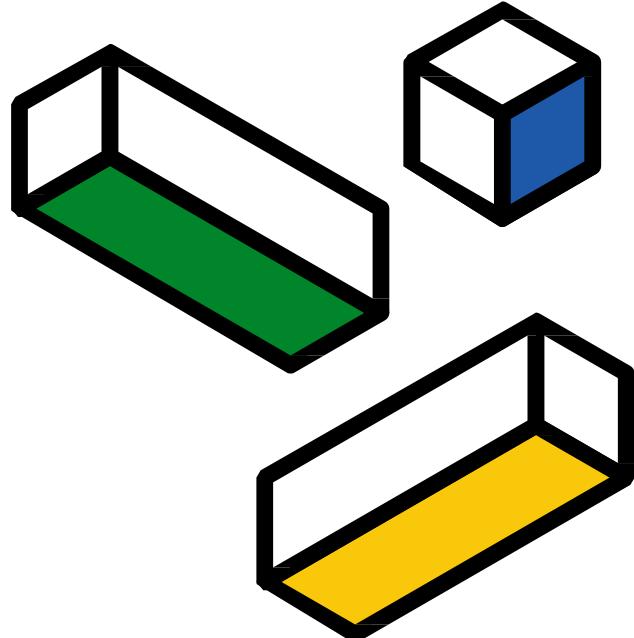


Q4 Planning

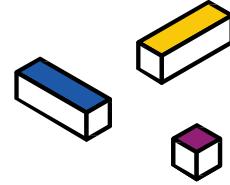


Q3 Recap

- 1 Invoice \$900k ✗
- 2 Secure \$3.5M ✗
- 3 Build out our H2 pipe & beyond ⏳



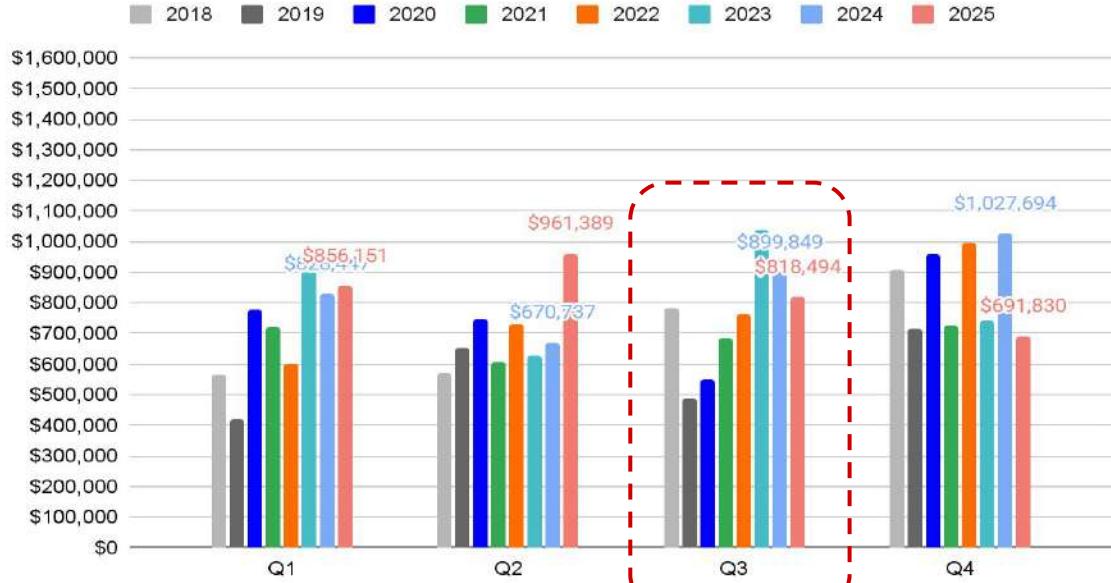
Q3 Revenue Target: \$900k



Goal #1 X (missed by 9%)

Why did we miss our target

- Major shift in IMDA milestones (\$100k+ confirmed revenue moved to Q4)
- Lost key pitches
 - CTOaaS Website UI/UX revamp \$270k
 - AI Verify Foundation - Website Revamp (H2 2025) \$55k
- Dropped from NUS Enterprise (Creative/UX) - lost ~\$150k in confirmed revenue
- Chased wrong opps - Procision, Toll Group, Allianz Trade, Sing Fuels, Enable Consulting, Delaware, Spritzer, SymphonyAI



Monthly Run Rate (2018-2025*)



Secure \$3.5M - 100% of our annual target

Goal #2 X

Status: \$3.33M (95% of annual target secured)

Revenue Gap: \$174K
\$900k Pipe

Pillars hold \$500k pipe

- NUS \$250k
- IMDA \$150k
- Prudential \$50k
- J.P.Morgan \$50k

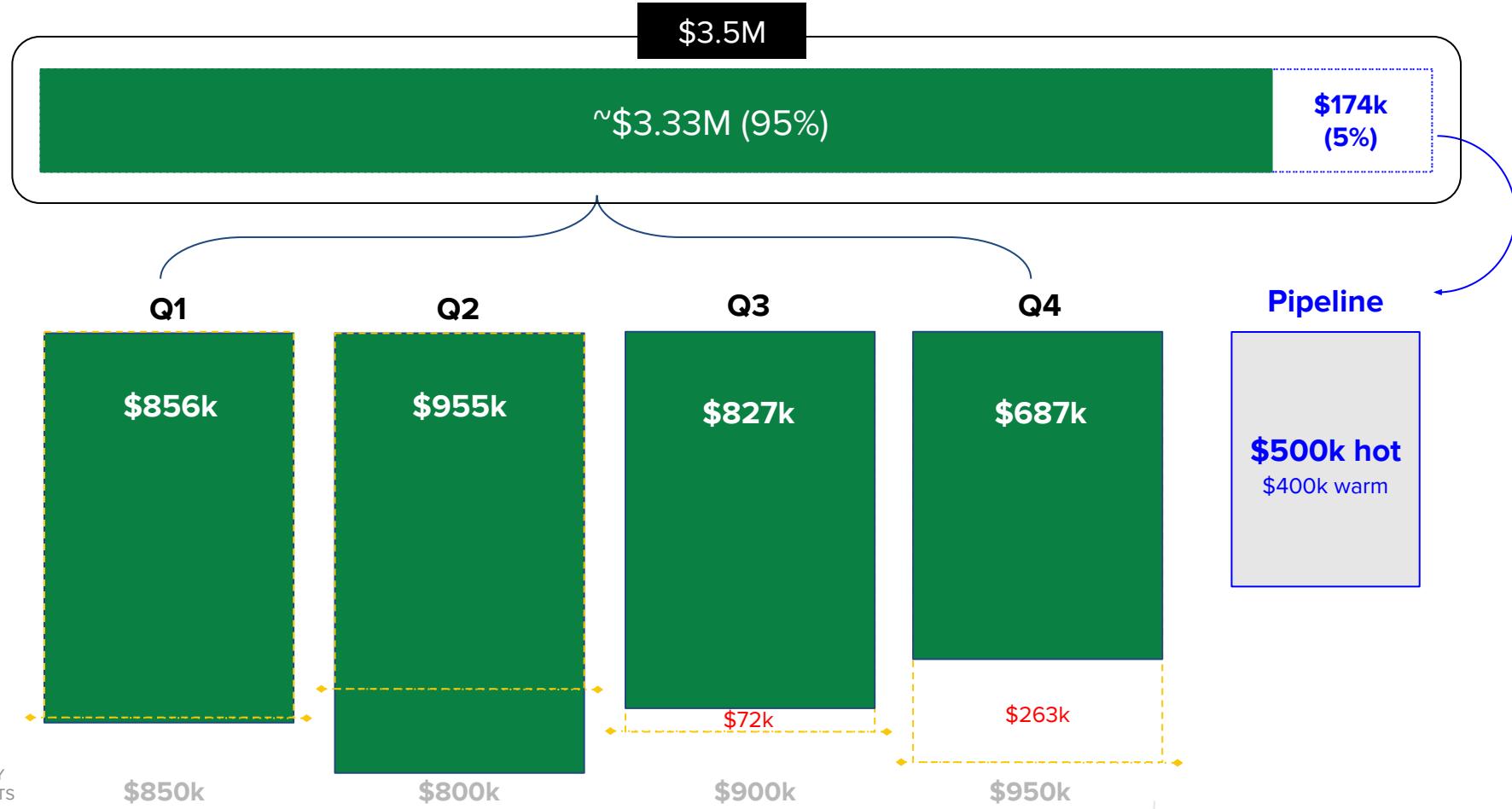
\$400k from others

- Temus, Keppel, TUV SUD, NTUC, SIM, CommScope, Harps,



Secured Revenue - Quarterly Breakdown

As on: 1 Oct 2025



Secured Revenue for 2025 (\$3.33M)

INVOICED / WON / RETAINER

Client	Q1	Q2	Q3	Q4	Pipeline 2025
National University of Singapore	\$239,886.75	\$250,082.35	\$249,085.88	\$203,237.55	\$994,805.95
IMDA	\$166,682.42	\$141,877.69	\$82,311.25	\$352,164.80	\$863,635.70
Prudential	\$231,939.67	\$134,971.33	\$23,280.00	\$0.00	\$411,551.00
J.P.Morgan	\$13,640.00	\$125,733.00	\$28,202.00	\$0.00	\$191,523.00
Shinnyo-en	\$54,693.20	\$64,211.90	\$29,757.50	\$17,700.00	\$172,530.10
SGBC	\$0.00	\$98,230.00	\$22,785.00	\$5,660.00	\$126,675.00
MOH	\$0.00	\$20,325.00	\$25,243.85	\$70,198.45	\$120,355.00
Temus	\$52,555.00	\$58,740.00	\$0.00	\$0.00	\$111,295.00
Nomad	\$0.00	\$0.00	\$37,936.66	\$43,941.50	\$108,731.79
SGNIC	\$18,768.00	\$18,768.00	\$22,968.00	\$15,768.00	\$76,272.00
<i>Others</i>	\$77,985.53	\$48,450.00	\$24,974.50	\$0.00	\$172,529.03
Grand Total	\$856,150.57	\$961,389.27	\$823,694.51	\$686,630.39	\$3,335,523.24

Pipeline 2025 (\$600k)

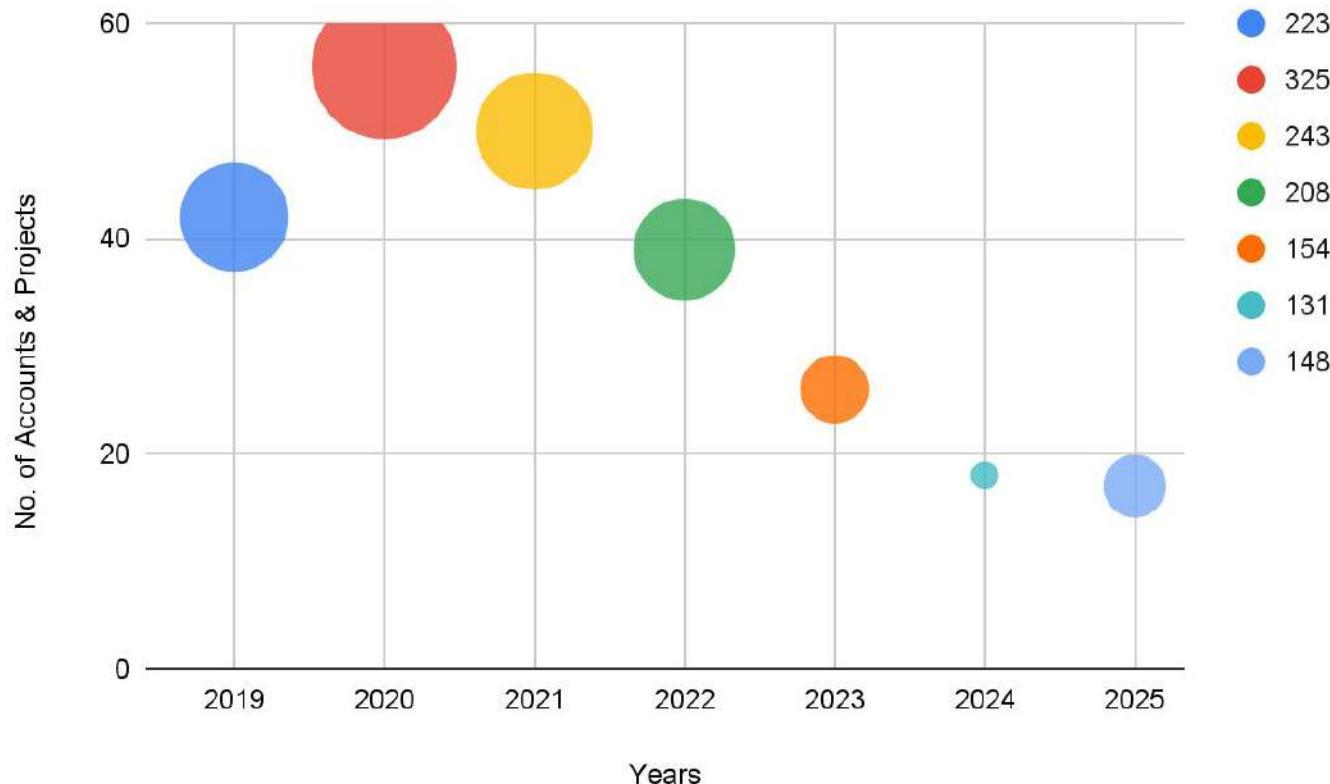
HOT & WARM

Client	Q1	Q2	Q3	Q4	Pipeline 2025
National University of Singapore	\$0.00	\$0.00	\$0.00	\$296,004.82	\$296,004.82
IMDA	\$0.00	\$0.00	\$0.00	\$161,834.40	\$161,834.40
Harps Global	\$0.00	\$0.00	\$8,680.00	\$87,657.50	\$96,337.50
Prudential	\$0.00	\$0.00	\$0.00	\$58,326.60	\$58,326.60
J.P.Morgan	\$0.00	\$0.00	\$0.00	\$58,110.00	\$58,110.00
Singapore Institute of Management (SIM)	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00
TÜV SÜD	\$0.00	\$0.00	\$0.00	\$40,880.00	\$40,880.00
Temus	\$0.00	\$0.00	\$0.00	\$37,780.00	\$37,780.00
Keppel	\$0.00	\$0.00	\$0.00	\$24,350.00	\$24,350.00
NTUC LearningHub	\$0.00	\$0.00	\$4,000.00	\$16,000.00	\$20,000.00
Epson	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00

Key Metrics - Over Past 7 Years

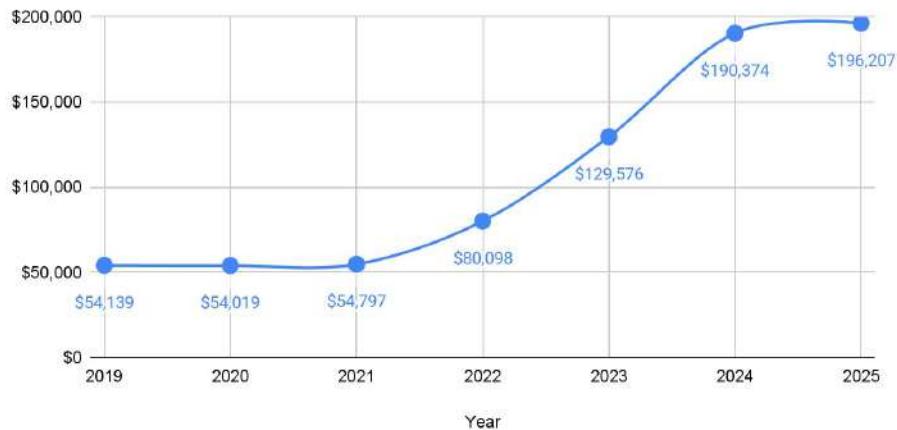
Year	2019	2020	2021	2022	2023	2024	2025
No. of Accs.	42	56	50	39	26	18	17
No. of Projs.	223	325	243	208	154	131	150
Total Revenue	\$2,273,848	\$3,025,038	\$2,739,854	\$3,123,810	\$3,368,964	\$3,426,726	\$3,349,904
Avg. Proj. Size.	\$10,197	\$9,308	\$11,275	\$15,018	\$21,876	\$26,158	\$22,333
Avg. Purc. Freq.	5.31	5.80	4.86	5.33	5.92	7.28	8.82
Avg. Cust. Value	\$54,139	\$54,019	\$54,797	\$80,097.70	\$129,575.55	\$190,373.68	\$197,053.18
Monthly Avg.	\$189,487	\$252,087	\$228,321	\$260,318	\$280,747	\$285,561	\$279,159

No. of Accounts & No. of Projects - 2019-2025-H1*

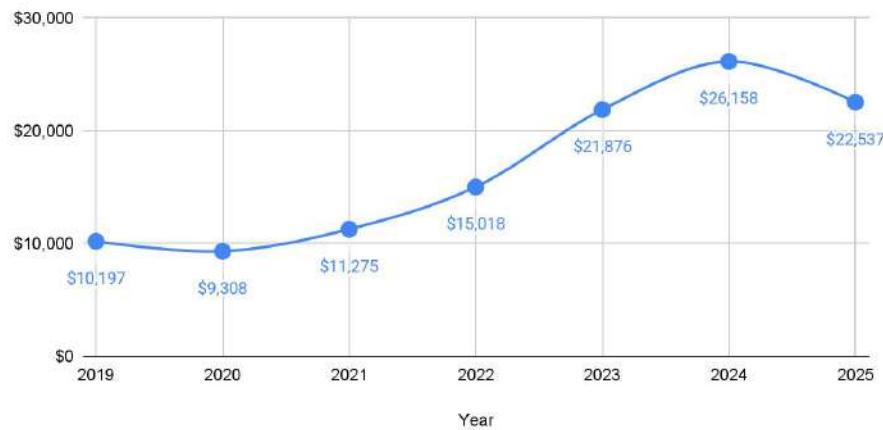


Avg. Project Size - 2019-2025-H1*

Average Customer Value



Average Project Size

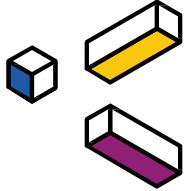


2025 Win Rate (as of Q3)

64% in 2025-H1, 52% in 2024, 35% in 2023

2025 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg. Customer Value (SGD)
Existing Won	\$2,928,337.28	143	\$20,477.88	11	\$266,212.48
New Won	\$421,566.79	6	\$70,261.13	6	\$70,261.13
Total Won	\$3,349,904.07	149	\$22,482.58	17	\$197,053.18
Existing Lost	\$1,570,749.40	49	\$32,056.11	8	\$196,343.68
New Lost	\$595,895.37	22	\$27,086.15	17	\$35,052.67
Total Lost	\$2,166,644.77	71	\$30,516.12	25	\$86,665.79
Grand Total	\$5,516,548.84	249	\$22,154.81	45	\$122,589.97
Win Rate	60.72%	59.84%			

Q4 Opps



CORE

Account	Opportunity	Value (SGD)
NUS	Web: Duke-NUS, LKYSPP, Branding: Duke-NUS Campaigns: Duke-NUS, FoS,	\$200k
IMDA	CMD Corp Web, OSC Web, Appa Forum, Global CBPR, AI Verify	\$100k
Prudential	PACS, Opus & Ascend	\$50k
J.P.Morgan	Batch 2 Case Studies?	\$50k

GROWTH

Account	Opportunity	Value (SGD)
CommScope	Broadband: Campaign, AI Chatbot Data Center: Campaign, Social	\$50k
Temus	SEO	\$40k
Harps	Campaign Website	\$50k
TUV SUD	Branding	\$50k

OTHERS

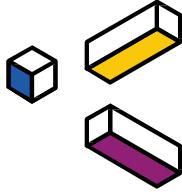
Epson, Keppel, NTUC LearningHub, SIT, SIM, etc.

CLIENT ENGAGEMENT

Epson, Keppel, NTUC LearningHub, SIT, SIM, etc.



2026



CORE

Account	Value (SGD)
NUS	\$1M
IMDA	\$500k
Prudential	\$500k
J.P.Morgan	\$200k
Shnnyo-En	\$150k
	\$2.35M

GROWTH

Account	Value (SGD)
CommScope	\$100k
Temus	\$100k
TUV SUD	\$100k
SGBC	\$100k
MOH	\$150k
Nomad	\$100k
Kaplan	\$100k
	\$750k

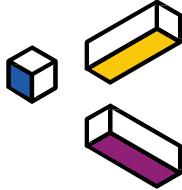
OTHERS

Account	Value (SGD)



Client Engagement

APPROACH FOR ANNUAL PLANNING



Tier	Account Name	Department	Stakeholder	New Opportunities	Est. Value (SGD)
S	NUS	Duke-NUS	Ani,	Brand Comms, Content, Web	\$150,000.00
S	NUS	LKYSP	Aik Song	Full website revamp	\$500,000.00
S	IMDA	CMD	Nick	UX/UI, SEO, Analytics	\$500,000.00
S	Prudential	PACS	Eugenia	2026 plans??	\$200,000.00
S	Prudential	Opus & Ascend	Mei Ting	Building on 2025 baseline	\$200,000.00
S	J.P.Morgan	Payments	Elyn	Content	\$150,000.00
S	Temus	Comms	Abigail, Marcus	Lead Gen, Websites	\$100,000.00
S	TUV SUD	Brand	Bonnie	Strategy, Content	\$100,000.00
A	NUS	Medicine	Sally, Gavin	??	\$50,000.00
A	IMDA	Appa Forum	Dominic Ng	??	\$30,000.00
A	IMDA	Global CBPR	Justin Lee	??	\$20,000.00
A	SGBC	Comms	James	2026 campaigns	\$100,000.00
A	Kaplan	Digital Marketing	Manju	Web	\$100,000.00
A	CommScope	Data Center Solutions	Lina	Social, Demand Gen	\$100,000.00
A	CommScope	Broadband Networks	Vince	Demand Gen Campaigns	\$50,000.00
A	NUS	Faculty of Science	Joanna	Marketing Campaign	\$30,000.00
A	Nomad	Marketing	Jing	GEO, SEO	\$100,000.00
A	MOE	Comms	Bell	??	\$50,000.00
A	SAP	Partner Marketing	Praveen Rao	Socialise our lean delivery model	\$30,000.00
A	TUV SUD	Martech	Youli	Tech consulting, Dev	\$30,000.00

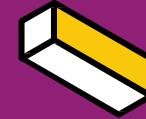
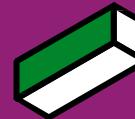
Opportunity Tiers
S - Hot opp identified
A - Good potential for opp
B - Some potential
C - Unknown





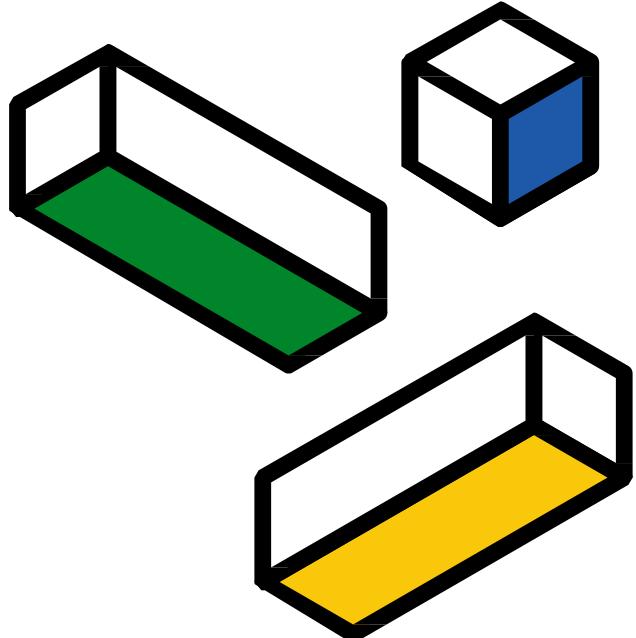
Q3 Planning

Q2 Recap



Q2 Recap

- 1 Invoice \$800k ✓
- 2 Secure \$3.5M ✗
- 3 Build out our H2 pipe & beyond ⏳

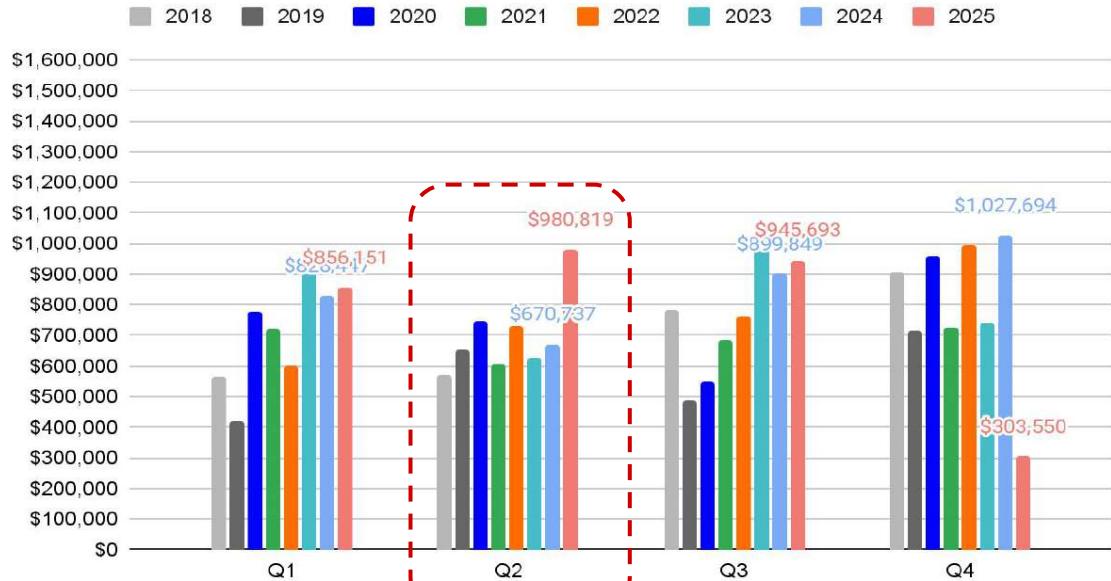


Best. Q2. Ever.

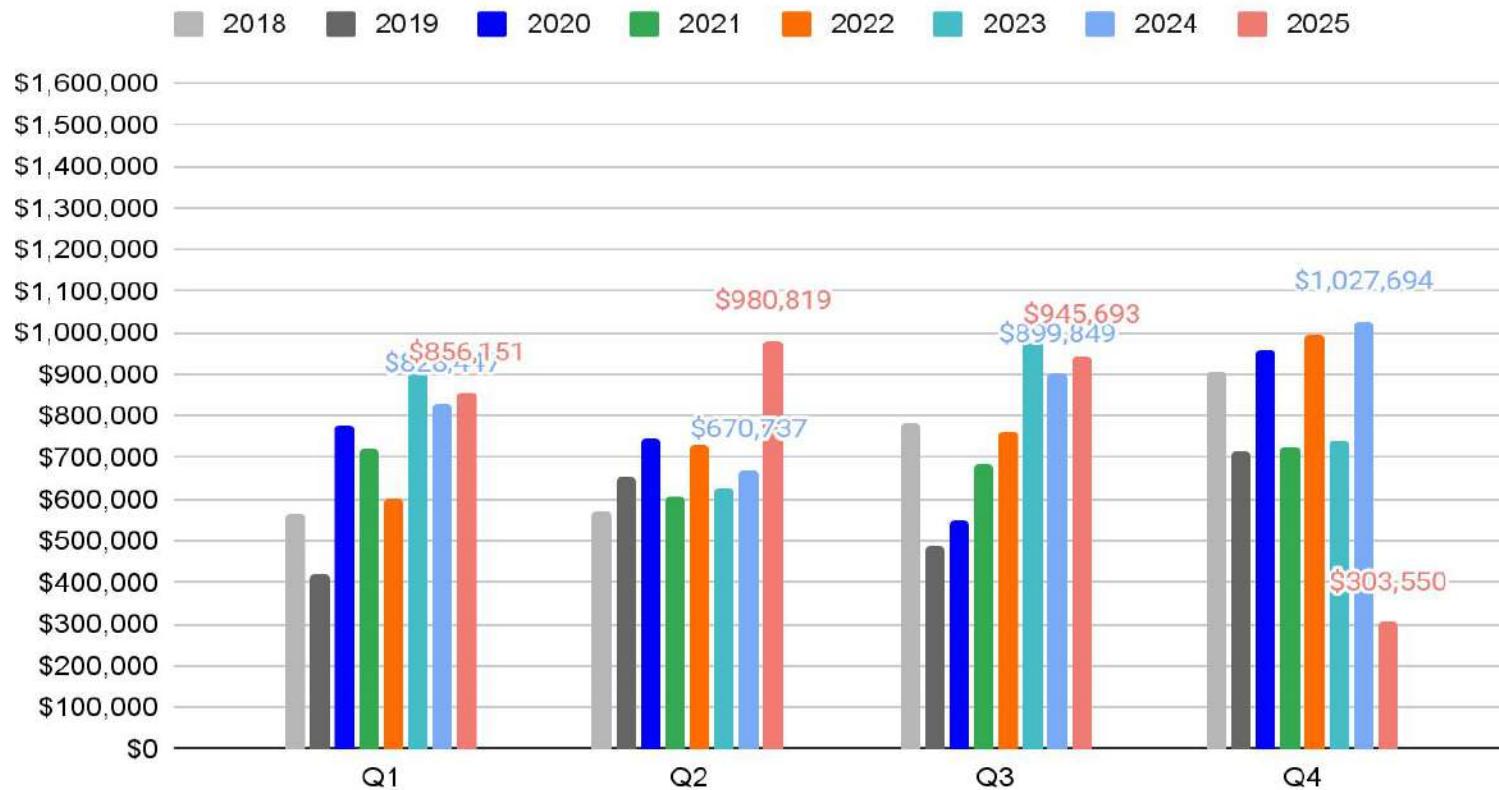
Goal #1 

Historically, Q2 was our worst-performing quarter, averaging revenue between \$570K–\$740K over the past six years.

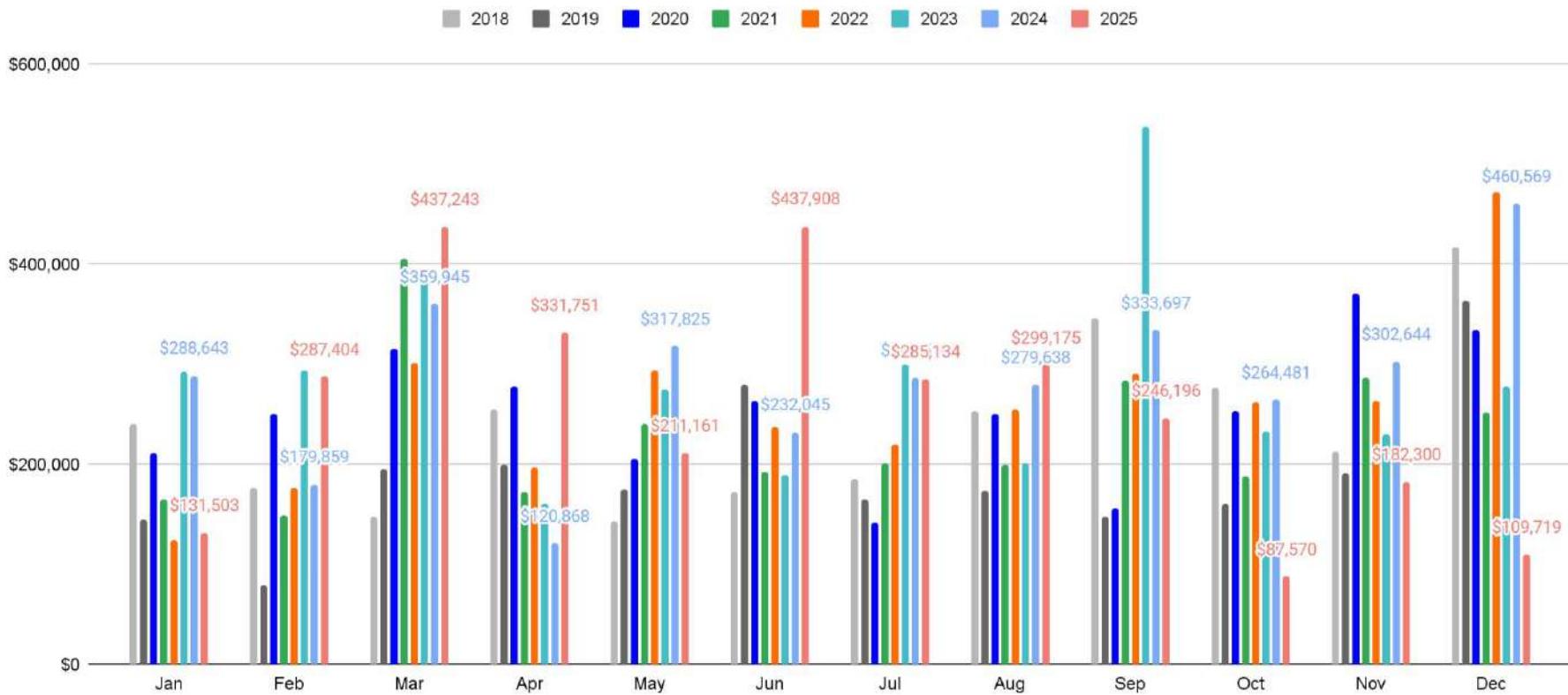
This year, we achieved \$980K+



Quarterly Run Rate (2018-2025*)



Monthly Run Rate (2018-2025*)



Secure \$3.5M - 100% of our annual target

Goal #2 X

Status: \$3.05M (87% of annual target secured)

Revenue Gap: \$413K
\$600k Pipe

\$100k in each pillar x 4

- J.P.Morgan
- Prudential
- NUS
- IMDA

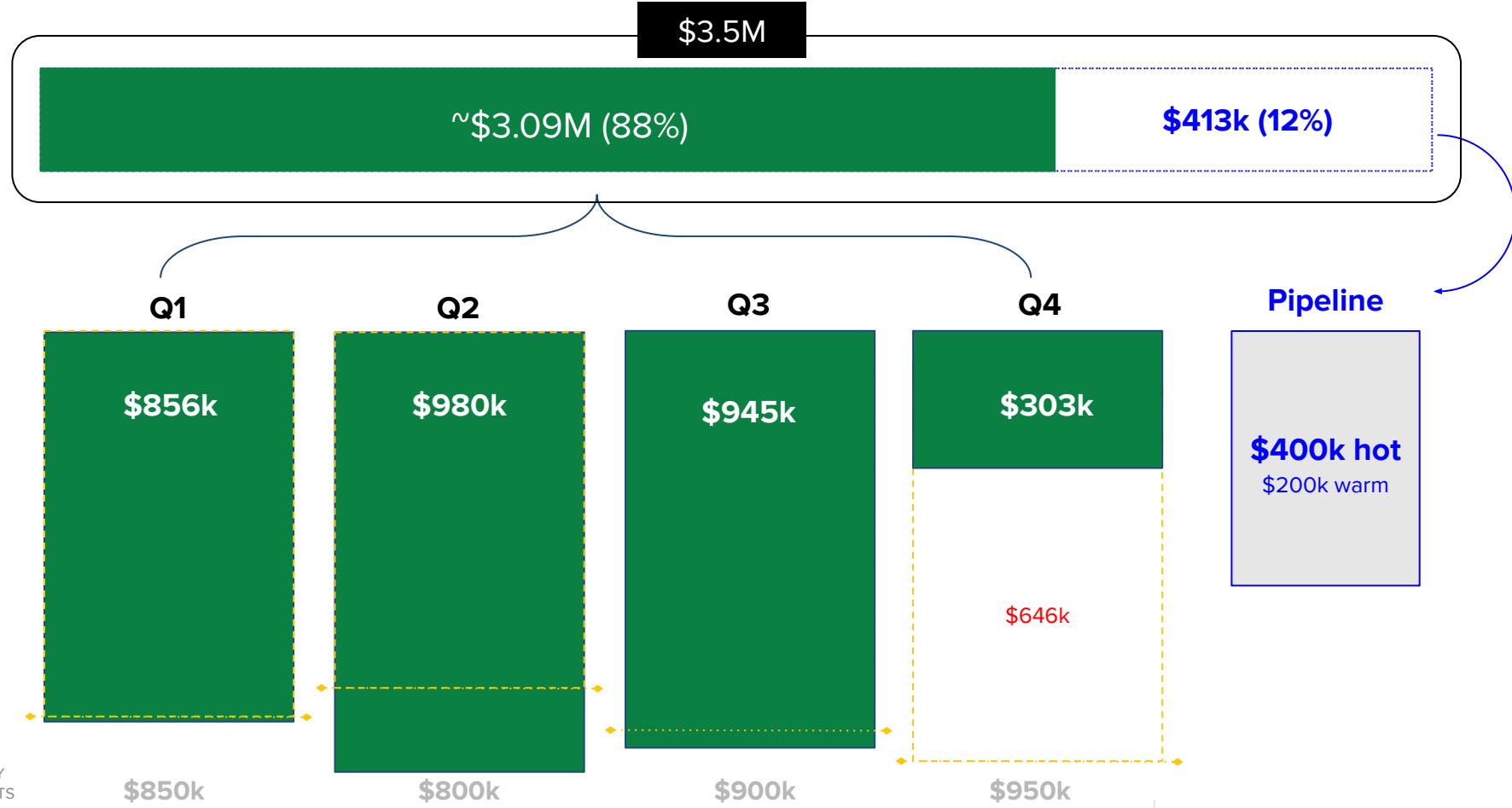
\$200k from others

- Temus, Keppel, Allianz, Procision, Enable Group, TUV SUD, NTUC, SIM, Koelnmesse



Secured Revenue - Quarterly Breakdown

As on: 29 Jul 2025



Secured Revenue for 2025 (\$3.05M)

INVOICED / WON / RETAINER

Client	Q1	Q2	Q3	Q4	Pipeline 2025
National University of Singapore	\$239,886.75	\$250,082.35	\$283,882.35	\$164,156.63	\$938,008.07
IMDA	\$166,682.42	\$142,307.80	\$344,220.18	\$142,874.40	\$796,084.80
Prudential	\$231,939.67	\$153,971.33	\$17,400.00	\$0.00	\$403,311.00
Shinnyo-en	\$54,693.20	\$64,211.90	\$18,810.00	\$17,700.00	\$155,415.10
J.P.Morgan	\$13,640.00	\$125,733.00	\$2,170.00	\$0.00	\$141,543.00
SGBC	\$0.00	\$98,230.00	\$14,985.00	\$2,960.00	\$116,175.00
Temus	\$52,555.00	\$58,740.00	\$0.00	\$0.00	\$111,295.00
Nomad	\$0.00	\$0.00	\$94,520.89	\$9,129.50	\$103,650.39
MOH	\$0.00	\$20,325.00	\$26,273.15	\$27,000.00	\$73,598.15
SGNIC	\$18,768.00	\$18,768.00	\$15,768.00	\$15,768.00	\$69,072.00
<i>Others</i>	\$77,985.53	\$48,450.00	\$30,147.50	\$0.00	\$156,583.03
Grand Total	\$856,150.57	\$980,819.38	\$848,177.07	\$379,588.53	\$3,064,735.54

Pipeline 2025 (\$600k)

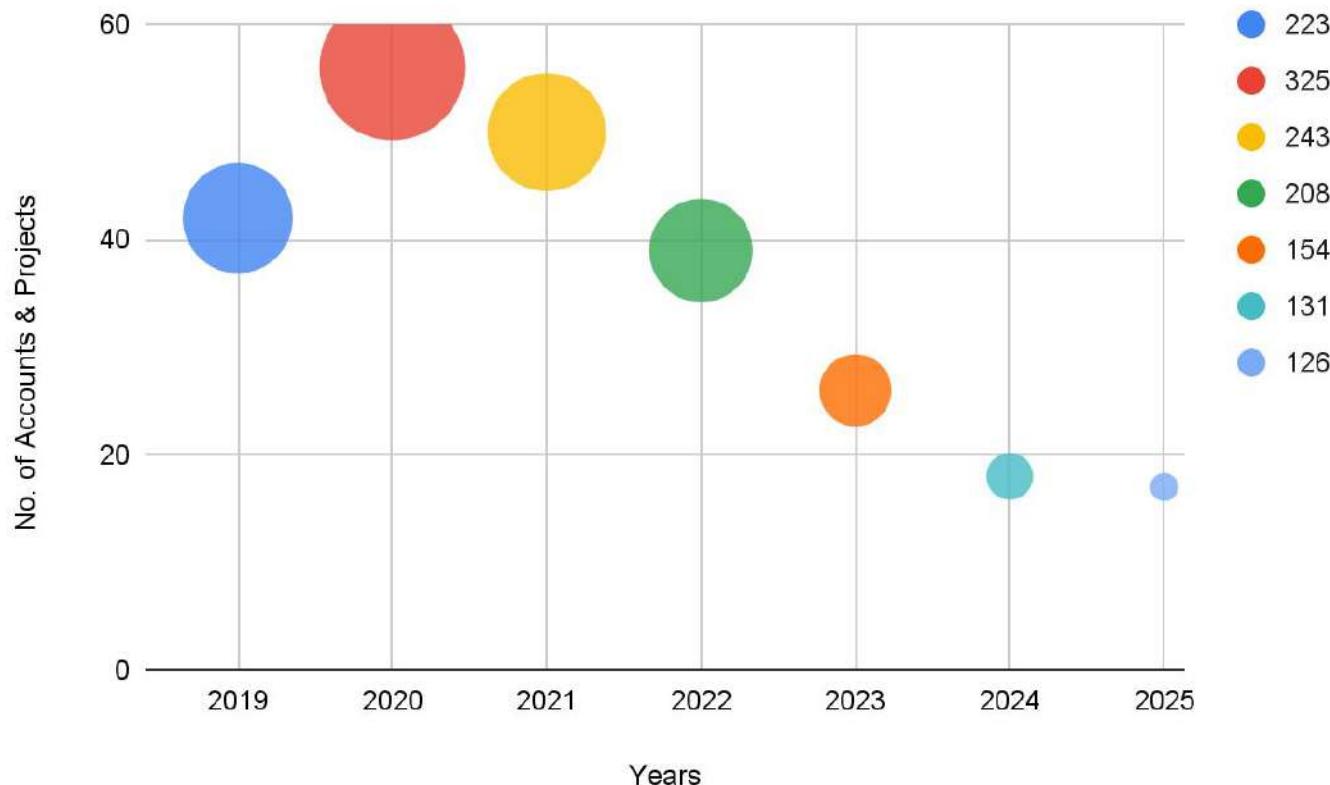
HOT & WARM

Client	Q1	Q2	Q3	Q4	Pipeline 2025
J.P.Morgan	\$0.00	\$0.00	\$69,833.00	\$58,110.00	\$127,943.00
Prudential	\$0.00	\$0.00	\$77,589.50	\$39,506.50	\$117,096.00
National University of Singapore	\$0.00	\$0.00	\$43,376.00	\$52,709.82	\$96,085.82
IMDA	\$0.00	\$0.00	\$65,822.24	\$8,064.00	\$73,886.24
Toll Group	\$0.00	\$0.00	\$20,697.60	\$31,046.40	\$51,744.00
Temus	\$0.00	\$0.00	\$42,780.00	\$5,000.00	\$47,780.00
Allianz Trade	\$0.00	\$20,000.00	\$40,000.00	\$0.00	\$40,000.00
Spritzer	\$0.00	\$0.00	\$7,679.20	\$11,518.80	\$19,198.00
Delaware	\$0.00	\$14,813.00	\$4,140.00	\$0.00	\$18,953.00
Shinnyo-en	\$0.00	\$0.00	\$10,000.00	\$0.00	\$10,000.00
Grand Total	\$0.00	\$34,813.00	\$381,917.54	\$205,955.52	\$602,686.06

Key Metrics - Over Past 7 Years

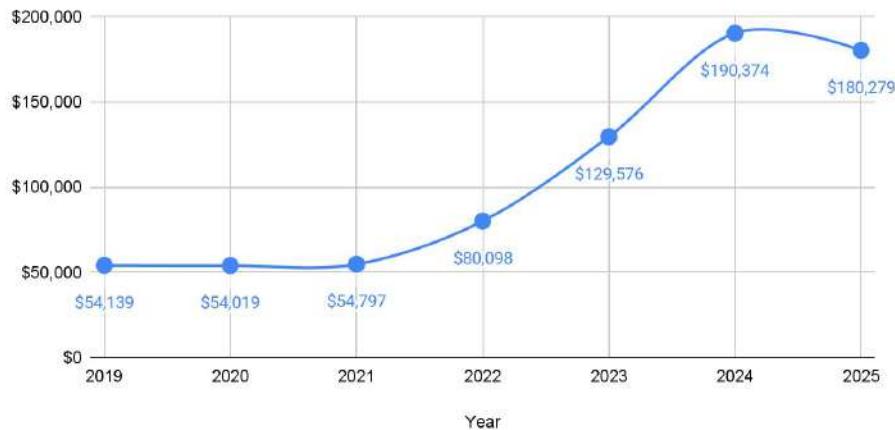
Year	2019	2020	2021	2022	2023	2024	2025*
No. of Accs.	42	56	50	39	26	18	17
No. of Projs.	223	325	243	208	154	131	126
Total Revenue	\$2,273,848	\$3,025,038	\$2,739,854	\$3,123,810	\$3,368,964	\$3,426,726	\$3,064,736
Avg. Proj. Size.	\$10,197	\$9,308	\$11,275	\$15,018	\$21,876	\$26,158	\$24,323
Avg. Purc. Freq.	5.31	5.80	4.86	5.33	5.92	7.28	7.41
Avg. Cust. Value	\$54,139	\$54,019	\$54,797	\$80,097.70	\$129,575.55	\$190,373.68	\$180,278.56
Monthly Avg.	\$189,487	\$252,087	\$228,321	\$260,318	\$280,747	\$285,561	\$766,184

No. of Accounts & No. of Projects - 2019-2025-H1*

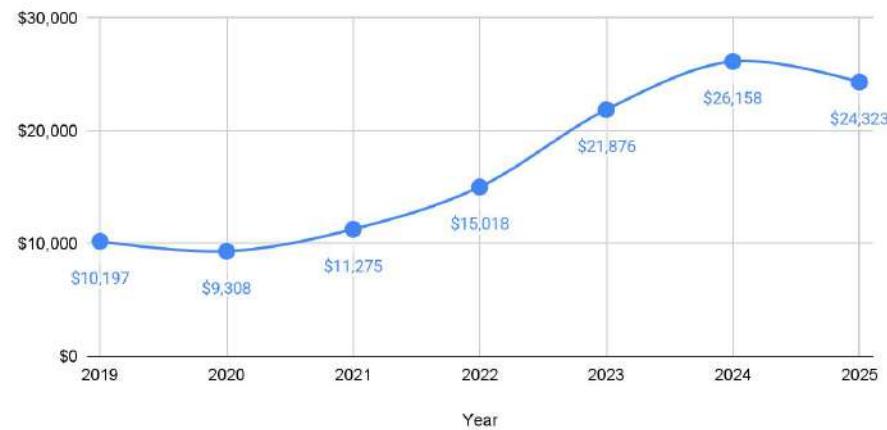


Avg. Project Size - 2019-2025-H1*

Average Customer Value



Average Project Size



2025 Win Rate (as of H1)

64% in 2025-H1, 52% in 2024, 35% in 2023

2025 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg. Customer Value (SGD)
Existing Won	\$2,705,507.00	120	\$22,545.89	11	\$245,955.18
New Won	\$359,228.54	6	\$59,871.42	6	\$59,871.42
Total Won	\$3,064,735.54	126	\$24,323.30	17	\$180,278.56
Existing Lost	\$1,327,323.16	35	\$37,923.52	8	\$165,915.40
New Lost	\$342,780.87	11	\$31,161.90	8	\$42,847.61
Total Lost	\$1,670,104.03	46	\$36,306.61	16	\$104,381.50
Grand Total	\$4,734,839.57	205	\$23,096.78	34	\$139,259.99
Win Rate	64.73%	61.46%			

2024 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg. Customer Value (SGD)
Existing Won	\$3,371,234.94	115	\$29,315.09	13	\$259,325.76
New Won	\$104,730.94	7	\$14,961.56	5	\$20,946.19
Total Won	\$3,475,965.88	122	\$28,491.52	18	\$193,109.22
Existing Lost	\$1,376,502.32	37	\$37,202.77	9	\$152,944.70
New Lost	\$1,934,715.17	38	\$50,913.56	22	\$87,941.60
Total Lost	\$3,311,217.49	75	\$44,149.57	31	\$106,813.47
Grand Total	\$6,622,434.98	221	\$29,965.77	42	\$157,677.02
Win Rate	52.49%	55.20%			

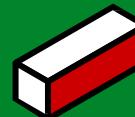
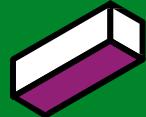
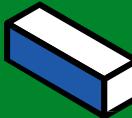
Won vs Loss in 2023 - For Comparison

2023 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg, Customer Value (SGD)
Existing Won	\$2,224,460.77	133	\$16,725.27	20	\$111,223.04
New Won	\$1,149,513.67	15	\$76,634.24	6	\$191,585.61
Total Won	\$3,373,974.44	148	\$22,797.12	26	\$129,768.25
Existing Lost	\$3,253,455.12	71	\$45,823.31	11	\$295,768.65
New Lost	\$2,907,203.40	27	\$107,674.20	24	\$121,133.48
Total Lost	\$6,160,658.52	98	\$62,863.86	35	\$176,018.81
Grand Total	\$9,534,632.96	273	\$34,925.40	60	\$158,910.55
Win Rate	35.39%	54.21%			

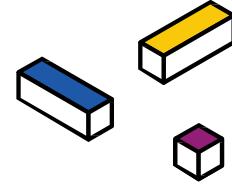


Q2 Planning

Q1 Recap



Biggest wins so far this year (Jan-Apr 2025)



Q1 Highlights

- Invoice **\$850k** Q1 Revenue ✓
- Secure **\$2M** Annual Revenue ✓
- New client engagements & wins ✓
 - James Tan - SGBC 🏆
 - Valerie - Give120 🏆
 - Jethro - MOH 🏆
 - Kaz - Harps 🎰
 - Ani - Duke-NUS video, 3yr comms 🏆
- Newbiz Event - Roundtable ✗
- 2025 Revenue Goals - On Track ✓
 - Secure \$2.2M - 100% met (**\$2.2M**, **\$762k**) from Key Accounts
 - Secure \$600 - 63% met (**\$378k**, **\$80k**) from Existing clients
 - Secure \$700 - 32% met (**\$230k**, **\$8k**) from New Business

Brand Spanking New Clients



MINISTRY OF HEALTH
SINGAPORE



ACE
agency for
care effectiveness

\$550k
3 year contract



CYBERARK®

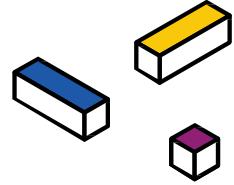


\$150k
1 year contract

\$50k
ABM / AI play



Goals for Q2 2025



- 1 Invoice our Q2 revenue target (\$800k)
- 2 Secure 100% of our annual target (\$3.5M)
- 3 Build out our H2 pipe & beyond



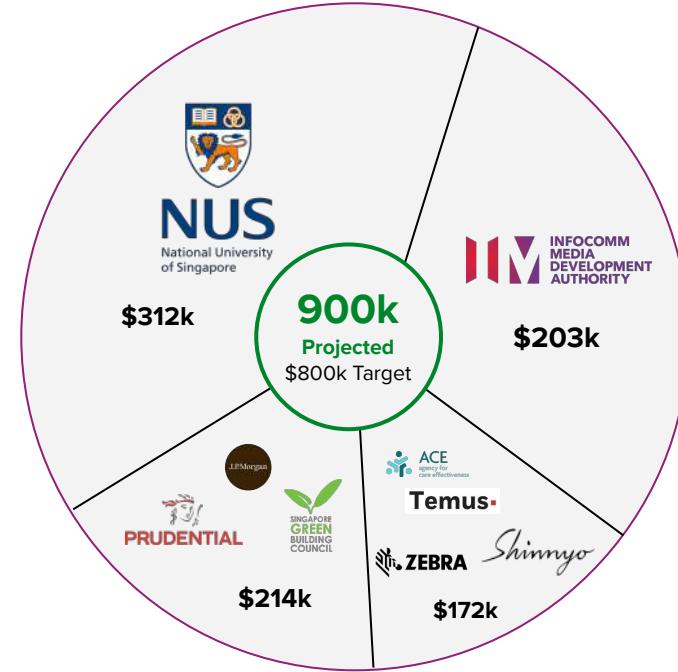
Invoice our Q2 Revenue Target (\$800k)

Goal #1

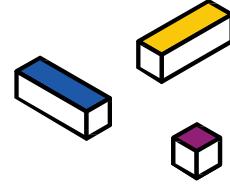
Status: Already tracking at **\$900K**, projected to surpass target (112% of Q2 goal).

Driving this growth:

- NUS: Already secured \$875K – Anchor client delivering consistent and significant revenue.
- IMDA: \$820K – CMD contract finally renewed 🎉 with additional \$300k projects in the pipe
- Prudential: \$320K – PACS revenue declined but Opus & Ascend carrying the load
- J.P. Morgan: Activated in Q2 and showing increasing momentum.



Laser focus on timely delivery and ensuring billing milestones are met

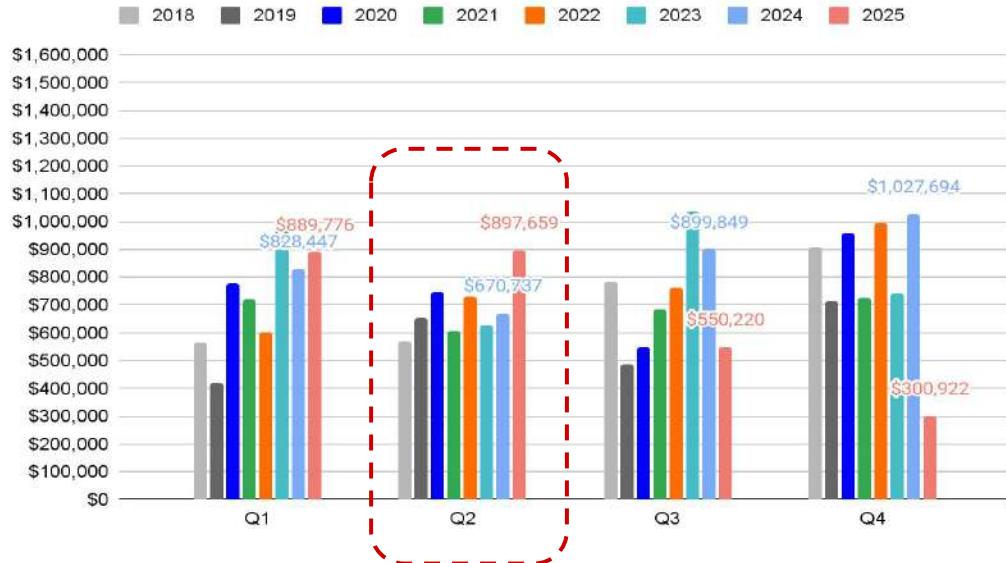


Q2 2025: From Weakest Quarter to Strongest Ever

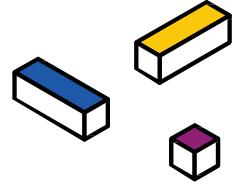
Addressing the Q2 Challenge

Historically, Q2 has been our lowest-performing quarter, averaging revenue between \$570K–\$740K over the past six years.

This year, we're projecting \$900K —our strongest-ever Q2 position as of 22 April 2025.



How did this happen?



The Grit:

- We're saying "yes" to the right clients and "no" to the wrong ones, investing our time and effort in building a partnership of equals with our clients
- Consistent repeat business from key clients - NUS Med, Temus, Kaplan, Quantumlah, Duke-NUS, LKYSPP, OSA, IMDA, Pru Ascend & Opus, Zebra, ...

“

The Result:

- Highest ever win rate from pitches and proposals - **71% currently** vs historic: **50% in 2024** and **35% in 2023**).
- Highest ever average project value - currently at **\$30k/project** vs historic: **\$26k in 2024**, **\$21k in 2023** and **\$15k in 2022**.

***Simply put:
Our plan is working.***

”

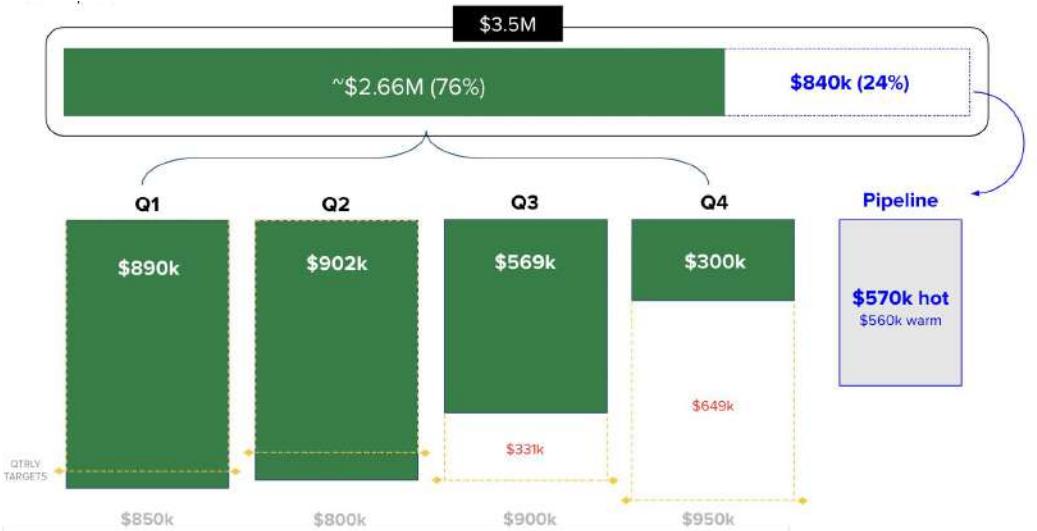


Secure our Annual Revenue Target (\$3.5M)

Goal #2

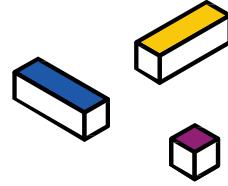
Status: \$2.66M (76% of annual target already confirmed)

Revenue Gap: \$840K remaining to close within the next 70 days



Clear Path to Closing the \$840K Gap

Active proposals progressing well, realistic pipeline



\$250K

- AI Verify Foundation Website Enhancements FY'25
- APPA Forum Website Webcare support
- CMD: Social & Digital Dashboard (phase 1)
- CTOaaS Website UI/UX revamp



\$150K

- Performing Archipelago
- MedEd Portal Website
- Medicine 120th Anniversary Inspiring Heroes Videos



\$150K

- 2025 PACS 2025 Retainer (Part 2 - Apr onwards)
- Ascend and Family Comms eDM

New Biz
\$300K

- J.P.Morgan
- Harps
- Polar Cold
- Nomad

*We have a real
shot at this.*



Secured Revenue for 2025 (\$1.70M)

INVOICED / WON / RETAINER

Account Name	Q1	Q2	Q3	Q4	Pipeline 2025
National University of Singapore	\$288,934.08	\$175,187.81	\$156,775.90	\$75,840.09	\$672,517.87
Prudential	\$218,489.67	\$57,382.73	\$0.00	\$0.00	\$274,110.00
J.P.Morgan	\$13,640.00	\$106,166.00	\$37,526.00	\$37,526.00	\$181,218.00
IMDA	\$169,097.81	\$22,610.76	\$0.00	\$0.00	\$175,847.81
Shinnyo-en	\$54,693.20	\$53,020.00	\$17,700.00	\$17,700.00	\$143,113.20
Temus	\$52,555.00	\$40,420.00	\$0.00	\$0.00	\$92,975.00
SGNIC	\$18,393.00	\$15,768.00	\$15,768.00	\$15,768.00	\$65,697.00
Kaplan	\$45,105.00	\$20,000.00	\$0.00	\$0.00	\$45,105.00
CyberArk	\$20,000.00	\$0.00	\$0.00	\$0.00	\$20,000.00
TÜV SÜD	\$9,725.53	\$9,027.50	\$0.00	\$0.00	\$18,753.03
Nanyang Technological University (NTU)	\$13,120.00	\$0.00	\$0.00	\$0.00	\$13,120.00
Grand Total	\$903,753.29	\$499,582.80	\$227,769.90	\$146,834.09	\$1,702,456.91

Secured Revenue for 2025 (\$1.70M)

INVOICED / WON / RETAINER

Account Name	Secured
National University of Singapore	\$672,517.87
Prudential	\$274,110.00
J.P.Morgan	\$181,218.00
IMDA	\$175,847.81
Shinnyo-en	\$143,113.20
Temus	\$92,975.00
SGNIC	\$65,697.00
Kaplan	\$45,105.00
CyberArk	\$20,000.00
TÜV SÜD	\$18,753.03
NTU	\$13,120.00
New Biz (Zebra, etc.)	-
TOTAL	\$1.70M

Additional
\$600k
\$300k
\$500k
\$50k
\$150k
-
\$50k
\$20k
?
\$1.57M

Already in pipe or
most likely scenario

+

=

\$3.3M

\$200k more to
find between
key accounts,
existing accounts
and
new business

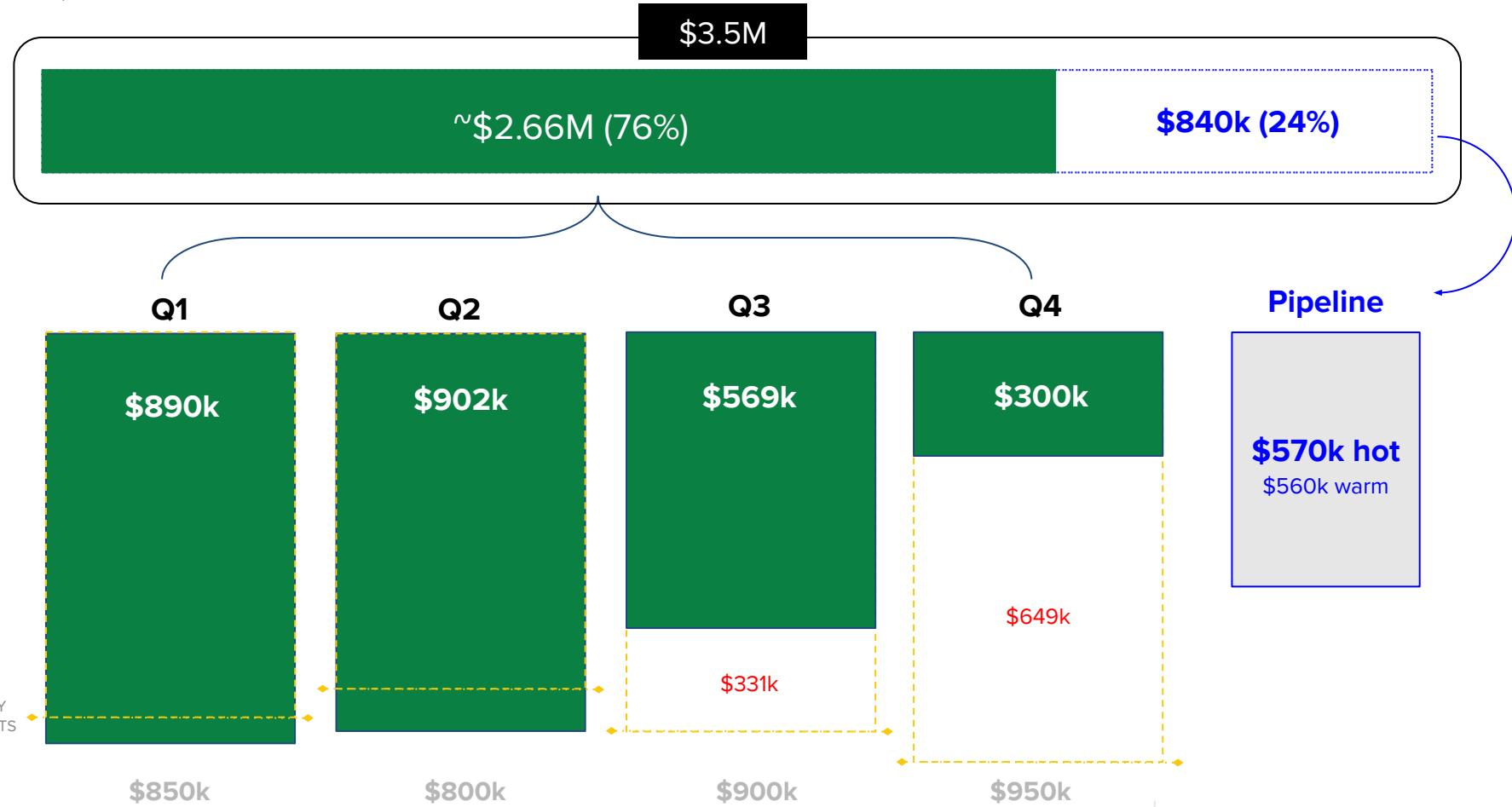
Pipeline 2025 (\$1.70M)

HOT & WARM

Account Name	Q1	Q2	Q3	Q4	Pipeline 2025
IMDA	\$0.00	\$278,060.80	\$173,419.20	\$173,419.20	\$624,899.20
National University of Singapore	\$68,190.20	\$146,374.13	\$46,705.33	\$46,636.67	\$306,463.00
Prudential	\$73,120.00	\$114,652.26	\$90,612.26	\$25,600.01	\$279,944.53
Temus	\$25,000.00	\$57,460.00	\$22,380.00	\$47,380.00	\$127,220.00
Harps Global	\$0.00	\$41,666.67	\$41,666.67	\$41,666.67	\$125,000.00
MOH	\$10,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$100,000.00
Basel Medical	\$0.00	\$50,000.00	\$0.00	\$0.00	\$50,000.00
Polar Cold	\$0.00	\$40,000.00	\$0.00	\$0.00	\$40,000.00
Zebra	\$20,000.00	\$10,000.00	\$0.00	\$0.00	\$30,000.00
Kaplan	\$15,000.00	\$0.00	\$0.00	\$0.00	\$15,000.00
Grand Total	\$211,310.20	\$768,213.86	\$404,783.46	\$364,702.54	\$1,698,526.73

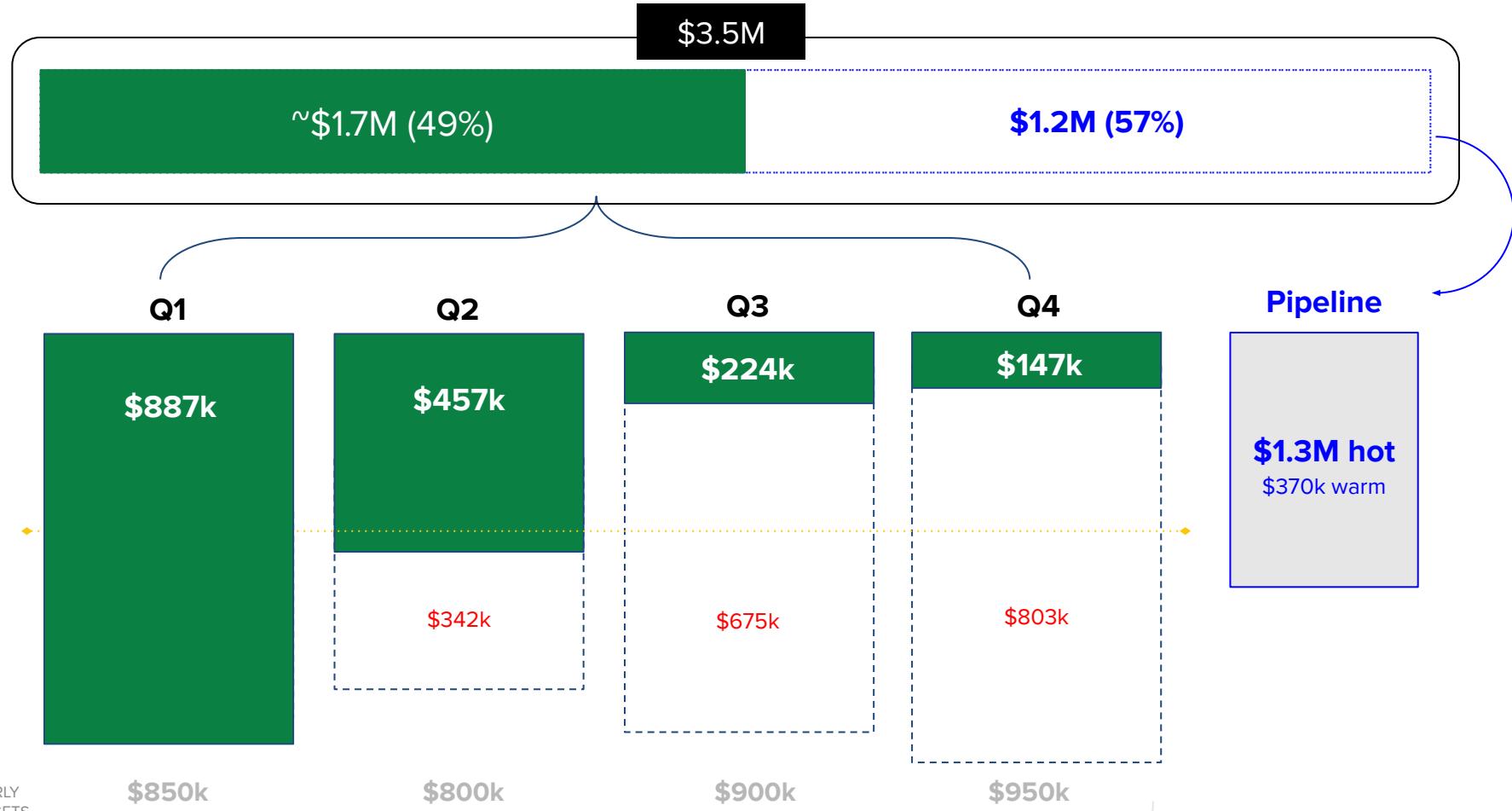
Secured Revenue - Quarterly Breakdown

As on: 22 Apr 2025



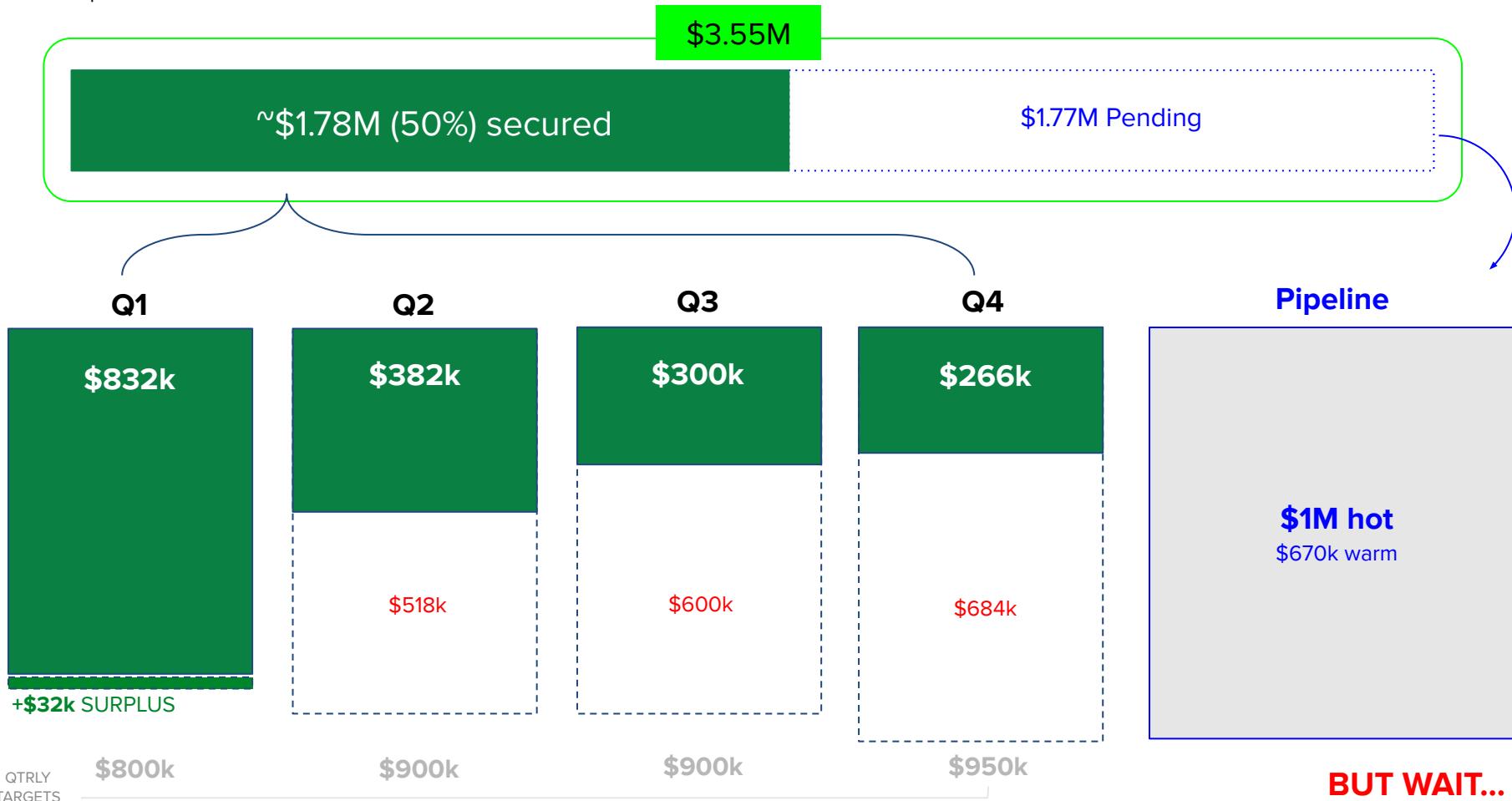
Secured Revenue - Quarterly Breakdown (excl. \$500k IMDA)

As on: 25 Mar 2025

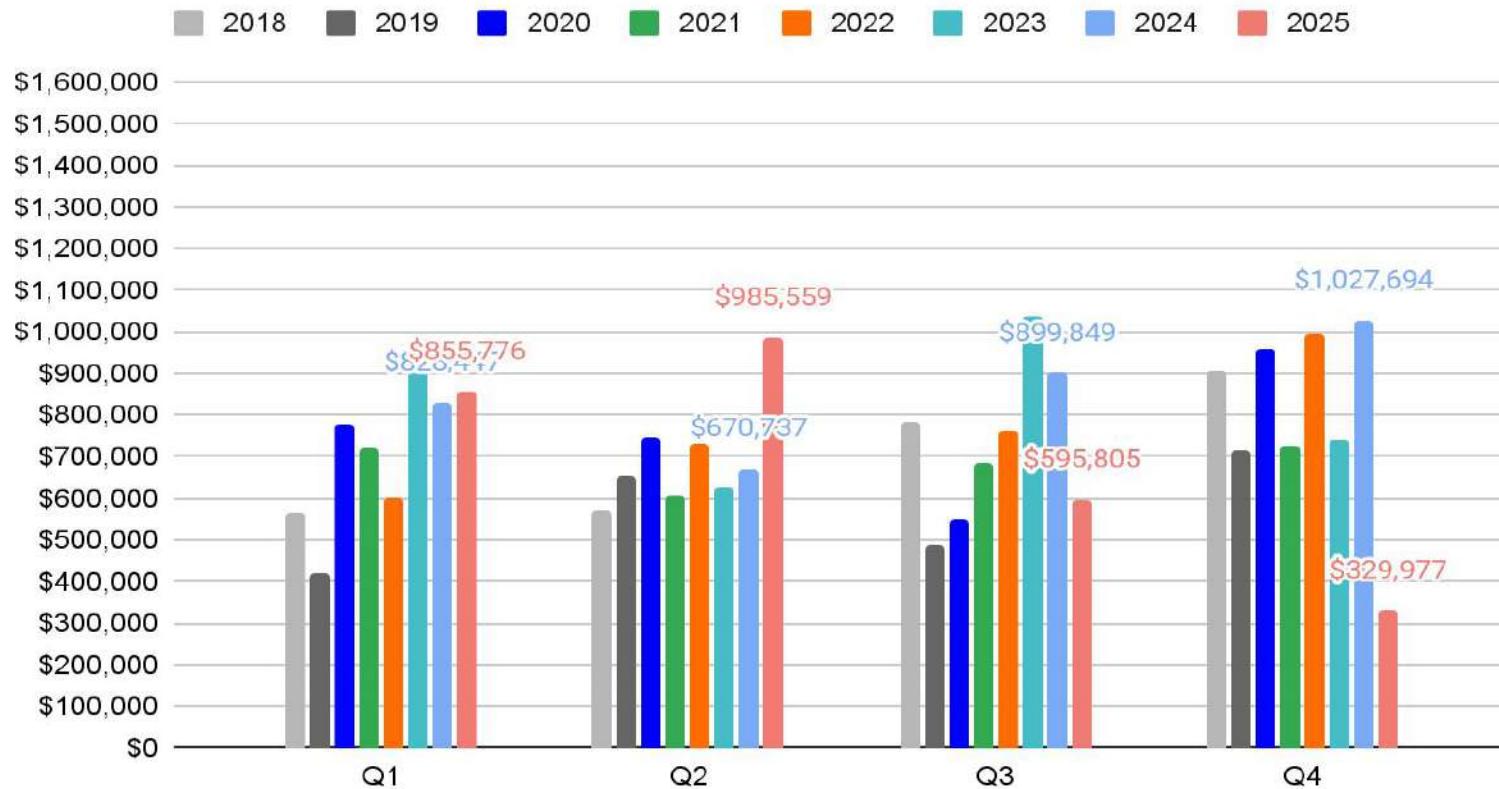


Secured vs. Identified Revenue - Quarterly Breakdown

As on: 16 Apr 2024



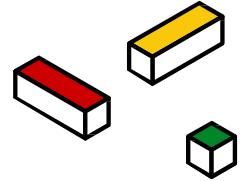
Quarterly Run Rate (2018-2025*)



Monthly Run Rate (2018-2025*)



Q2 Client Strategy



Revenue Focus



Q2 Revenue
Rock

Secure \$3m for
the year



Q2 Revenue
Target

Win and
invoice \$800k

How are we going to achieve these goals?

- Newbiz Event - NUS Roundtable
- Automating & Scaling Sales Processes - Agentic Workflows
- NUS Web Recontract - Engage Procurement & NUS IT
- Secure contracts with IMDA (\$700k), and Prudential (\$300k)
- Key Client Engagement - Lunches, Coffees Meetings, Quarterly Reviews
-



Q2 Revenue

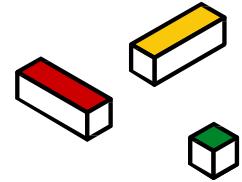
Target \$800k,

Secured \$443k

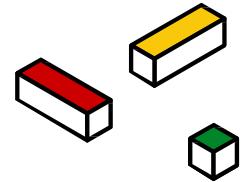
- National University of Singapore \$176,805
- J.P.Morgan \$92,526
- Shinnyo-en \$53,020
- Prudential \$41,760
- Temus \$40,420
- SGNIC \$15,768
- CyberArk \$10,000
- TÜV SÜD \$9,028
- IMDA \$6,750

Pipeline \$500k (hot)

- IMDA \$278,061
- National University of Singapore \$162,089
- Prudential \$114,652
- Temus \$67,460
- Harps Global \$41,667
- Zebra \$30,000
- MOH \$30,000



Sales Tactics



NUS

1. Roundtable to generate high level interest
2. Generate Education focused IP
3. ABM - Top 100 contacts within NUS to generate SALs
4. Website RFP recontact
- 5.

Generic

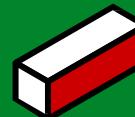
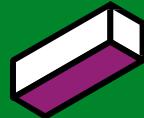
1. Wine & dine continues
- 2.



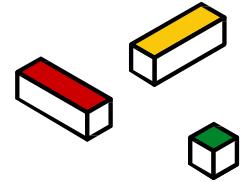


2025 Revenue Strategy

Key Accounts



Q1 Client Strategy



Revenue Focus



Q1 Revenue
Rock

Secure \$2m for
the year



Q1 Revenue
Target

Win and
invoice \$850k

How are we going to achieve these goals?

- Newbiz Event - NUS Roundtable
- Automating & Scaling Sales Processes - Agentic Workflows
- NUS Web Recontract - Engage Procurement & NUS IT
- Secure contracts with IMDA (\$700k), and Prudential (\$300k)
- Key Client Engagement - CNY Lunches, Coffees Meetings, Quarterly Reviews
- GenAI-Powered Service Projects



2025 Target \$3.5M

\$2.2M

KEY ACCOUNTS



\$1M
Secured \$467k



\$700k
Secured \$207k



\$500k
Secured \$389k

J.P.Morgan

\$150k
Secured \$150k

\$600K

EXISTING ACCOUNTS

Temus • KAPLAN Shinryo



?



SECURE & RETAIN

CONVERT & GROW

\$700K

NEW BUSINESS



COMMSCOPE®



psb
ACADEMY



WINN!!!!

Secured Revenue for 2025 (\$1.5M)

INVOICED / WON / RETAINER

Account Name	Q1	Q2	Q3	Q4	Pipeline 2025
National University of Singapore	\$302,309.20	\$111,699.13	\$17,200.09	\$36,010.09	\$467,218.51
Prudential	\$144,410.00	\$95,410.00	\$75,000.00	\$75,000.00	\$389,820.00
IMDA	\$152,696.35	\$53,573.72	\$1,605.00	\$0.00	\$207,875.07
J.P.Morgan	\$0.00	\$92,526.00	\$37,526.00	\$37,526.00	\$167,578.00
Temus	\$45,220.00	\$22,420.00	\$7,500.00	\$5,000.00	\$80,140.00
SGNIC	\$15,768.00	\$15,768.00	\$15,768.00	\$15,768.00	\$63,072.00
Kaplan	\$45,188.00	\$0.00	\$0.00	\$0.00	\$45,188.00
Shinnyo-en	\$0.00	\$35,320.00	\$0.00	\$0.00	\$35,320.00
TÜV SÜD	\$20,415.00	\$0.00	\$0.00	\$0.00	\$20,415.00
Nanyang Technological University (NTU)	\$11,950.00	\$0.00	\$0.00	\$2,620.00	\$14,570.00
Grand Total	\$737,956.55	\$426,716.85	\$154,599.09	\$171,924.09	\$1,491,196.58

Secured Revenue for 2025 (\$1.5M)

INVOICED / WON / RETAINER

Account Name	Secured
National University of Singapore	\$467,219
Prudential	\$389,820
IMDA	\$207,875
J.P.Morgan	\$167,578
Temus	\$80,140
SGNIC	\$63,072
Kaplan	\$45,188
Shinnyo-en	\$35,320
TÜV SÜD	\$20,415
Nanyang Technological University (NTU)	\$14,570
TOTAL	\$1.5M

Additional
\$500k
-
\$500k
-
\$50k
-
-
\$100k
\$1.15M

Already in pipe or
most likely scenario

+

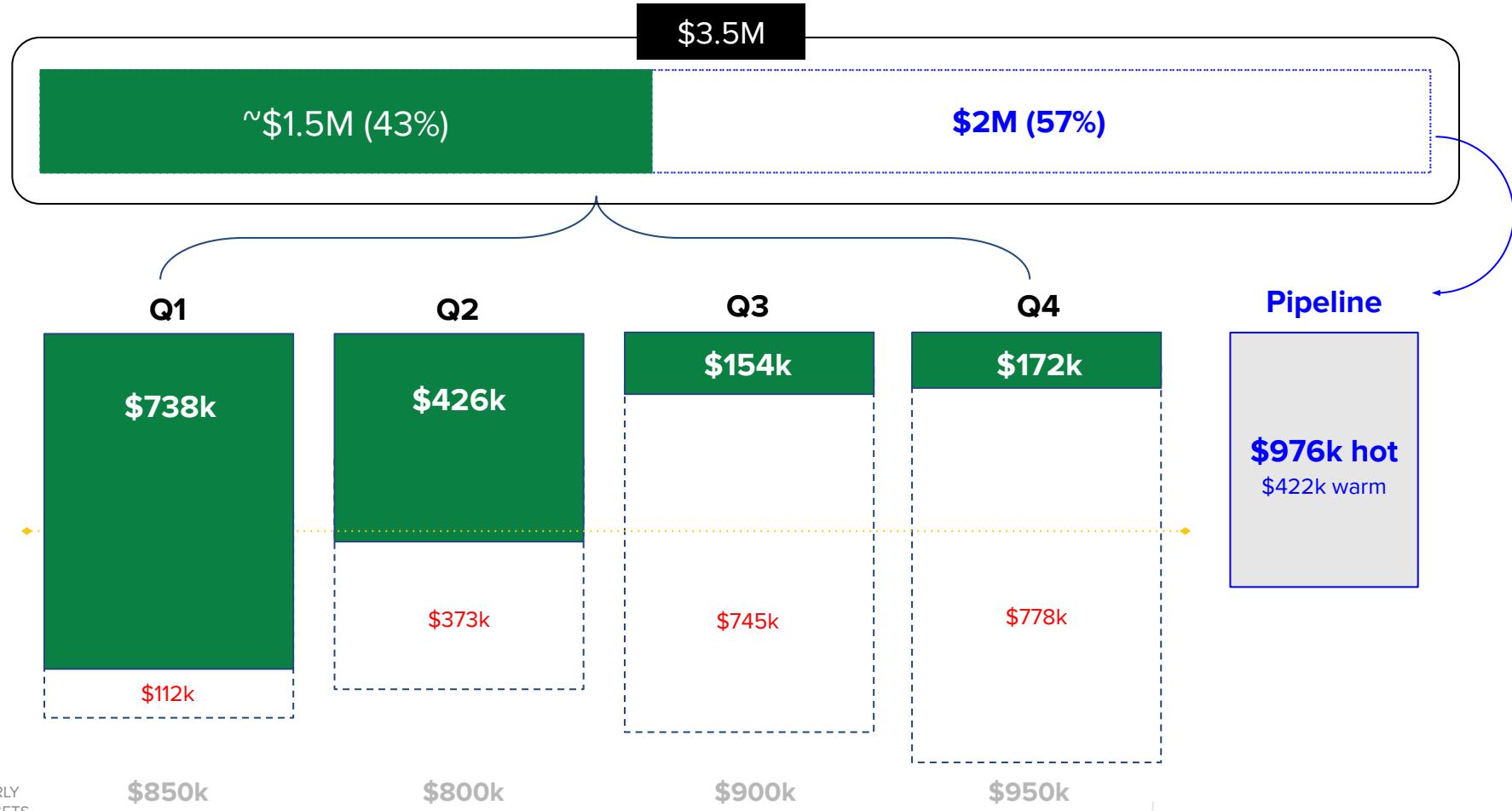
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\$2.65M

\$850k more to
find between
key accounts,
existing accounts
and
new business

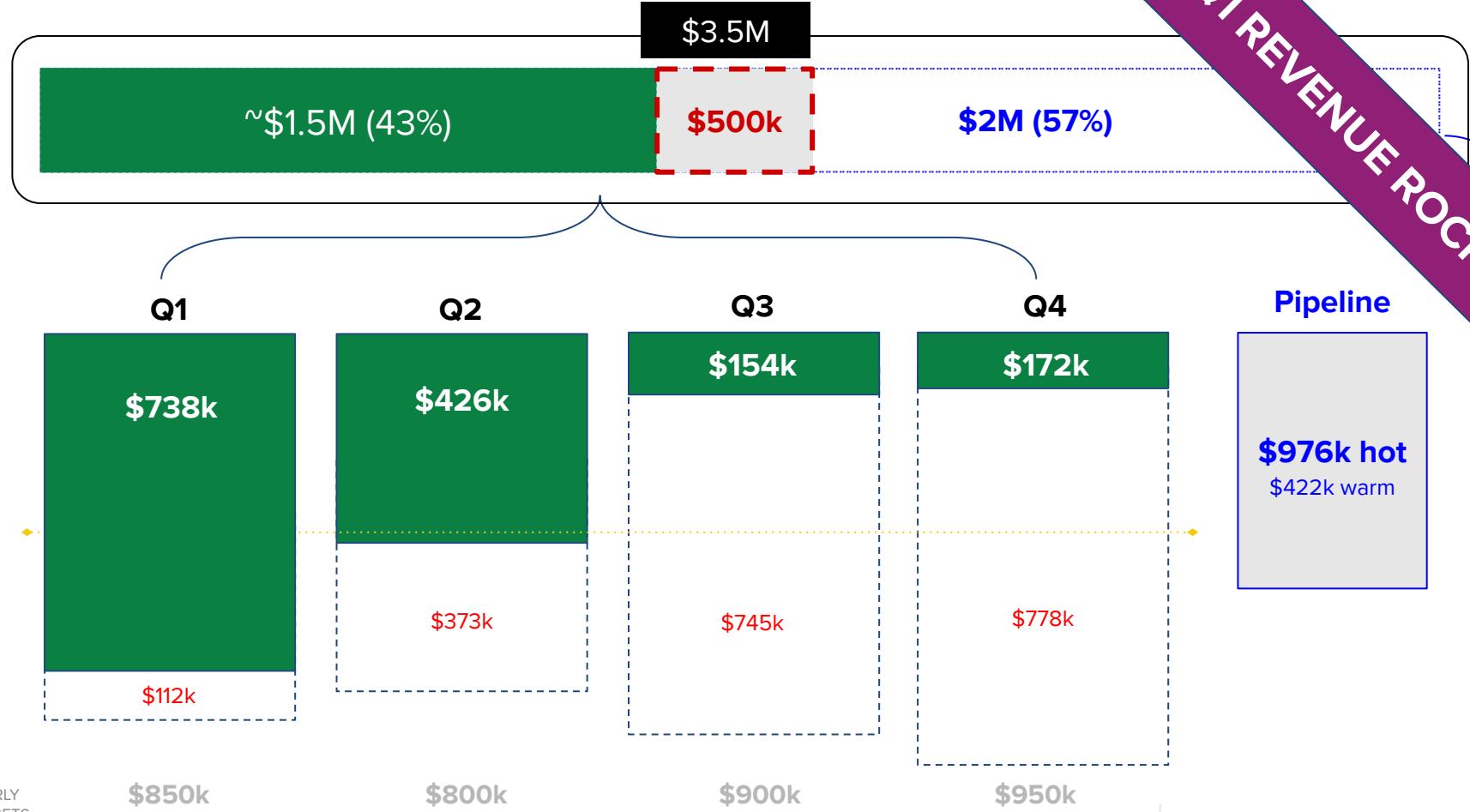
Secured Revenue - Quarterly Breakdown (excl. \$500k IMDA)

As on: 15 Jan 2025



Secured Revenue - Quarterly Breakdown (excl. \$500k IMDA)

As on: 15 Jan 2025



Secured Revenue - Quarterly Breakdown (excl. \$500k IMDA)

As on: 15 Jan 2025

\$3.5M

~\$1.5M (43%)

\$2M (57%)

Q1 REVENUE TARGET

Q1

\$738k

\$112k

\$850k



\$150k



\$15k

Temus.

\$25k

Shinnyo

\$17k



\$40k

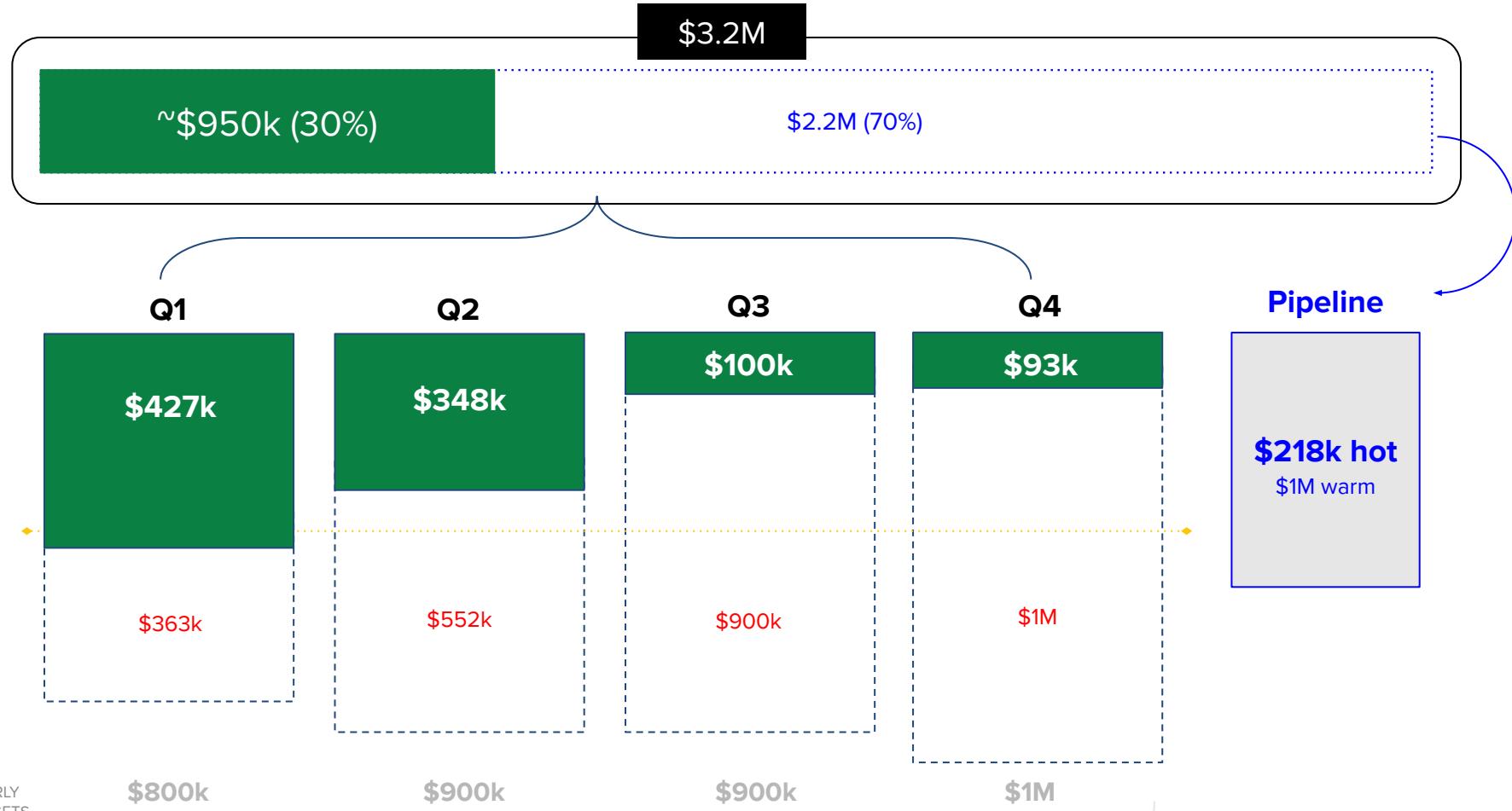
NICE®

\$6k

HOT PIPE FOR Q1 (\$253k)

Secured Revenue - Quarterly Breakdown (Incl. \$162k Prudential)

As on: 5 Dec 2024



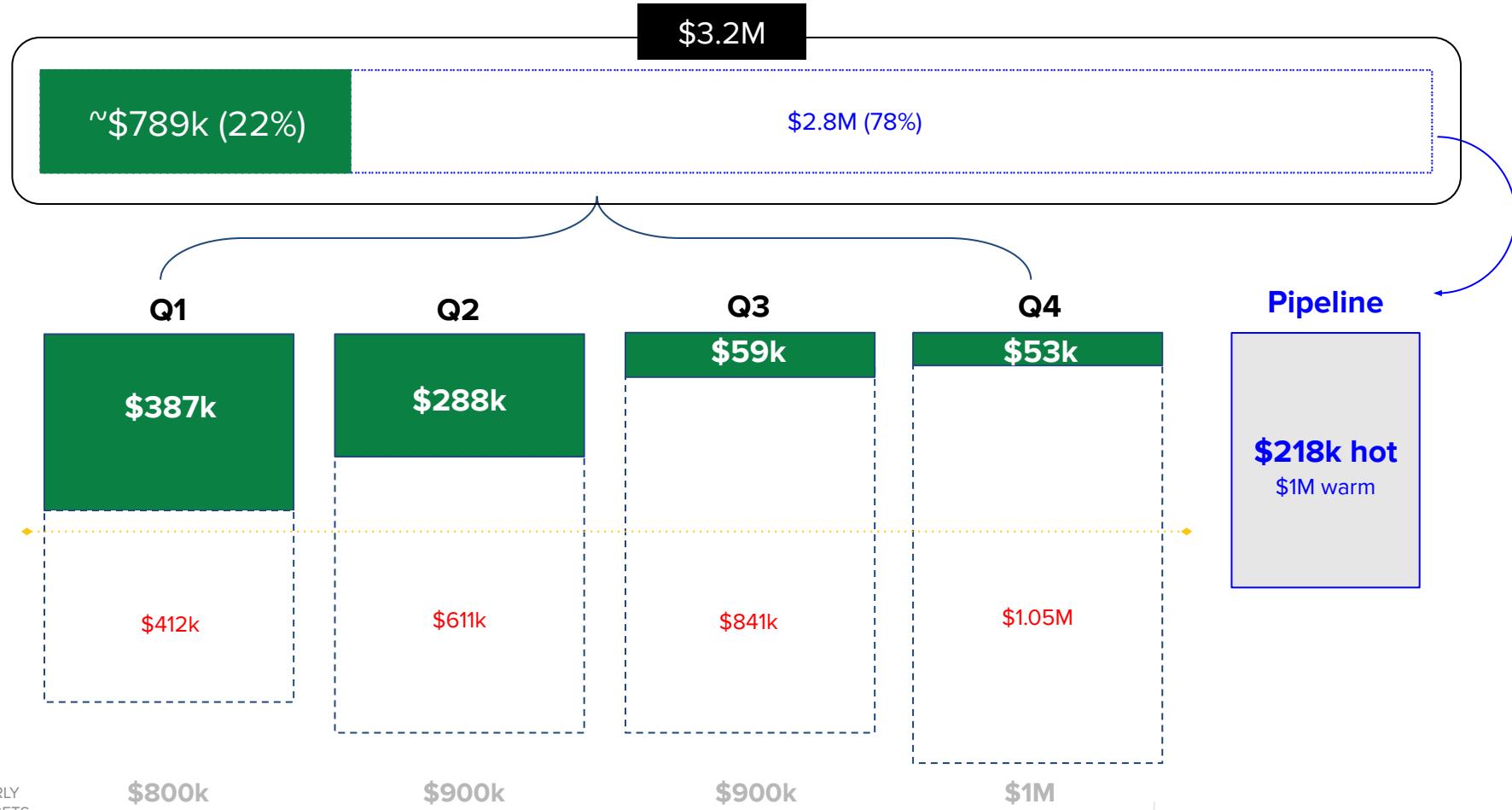
Pipeline 2025 (\$1.24M)

HOT & WARM

Account Name	Q1	Q2	Q3	Q4	Pipeline 2025
National University of Singapore	\$364,370.08	\$70,450.09	\$19,950.09	\$19,950.09	\$461,220.35
Prudential	\$95,410.00	\$95,410.00	\$75,000.00	\$75,000.00	\$340,820.00
Temus	\$25,000.00	\$32,460.00	\$47,380.00	\$47,380.00	\$152,220.00
Shinnyo-en	\$16,800.00	\$16,800.00	\$16,800.00	\$16,800.00	\$67,200.00
Basel Medical	\$50,000.00	\$0.00	\$0.00	\$0.00	\$50,000.00
IMDA	\$48,950.72	\$0.00	\$0.00	\$0.00	\$48,950.72
Singapore Management University	\$10,000.00	\$20,000.00	\$10,000.00	\$0.00	\$40,000.00
Zebra	\$20,000.00	\$10,000.00	\$0.00	\$0.00	\$30,000.00
NICE	\$6,000.00	\$6,000.00	\$6,000.00	\$6,000.00	\$24,000.00
Kaplan	\$14,252.00	\$0.00	\$0.00	\$0.00	\$14,252.00
SymphonyAI	\$9,595.00	\$0.00	\$0.00	\$0.00	\$9,595.00
Questex	\$8,200.00	\$0.00	\$0.00	\$0.00	\$8,200.00
Grand Total	\$668,577.80	\$251,120.09	\$175,130.09	\$165,130.09	\$1,246,458.07

Secured Revenue - Quarterly Breakdown

As on: 5 Dec 2024

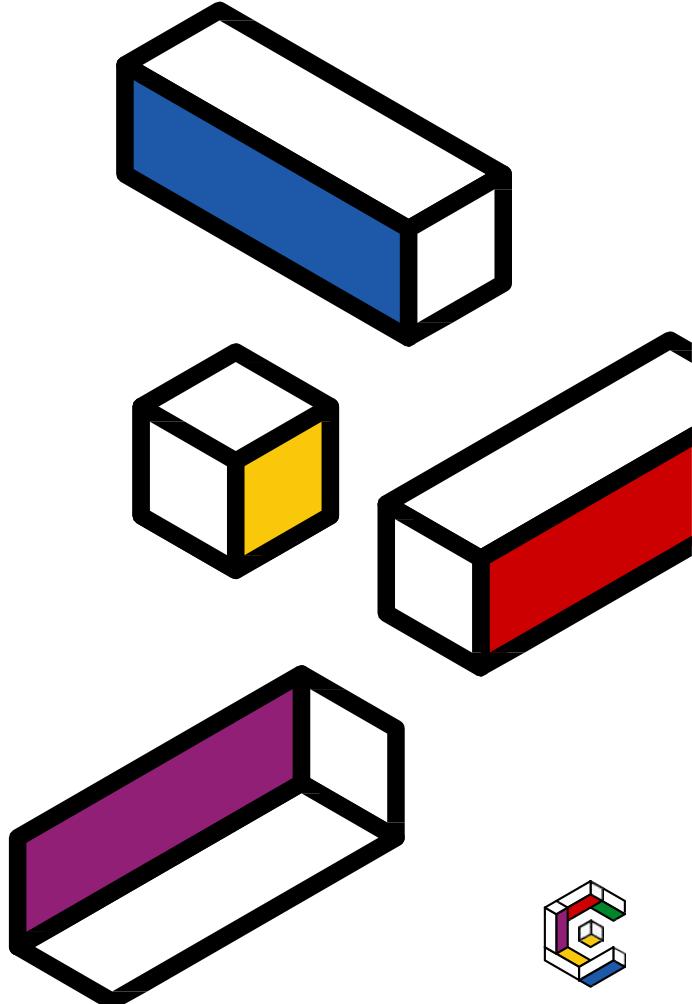


2025 Revenue

Period	Target	Secured	Pending
H1	\$1.70M	\$750k	-\$1M
H2	\$1.9M	\$200k	-\$1.7M
2024	\$3.55M	\$950k	-\$2.7M

The job to be done:

1. Deliver and invoice the **\$950K** already secured for 2025
2. Win, deliver and invoice an additional **\$2.7M**

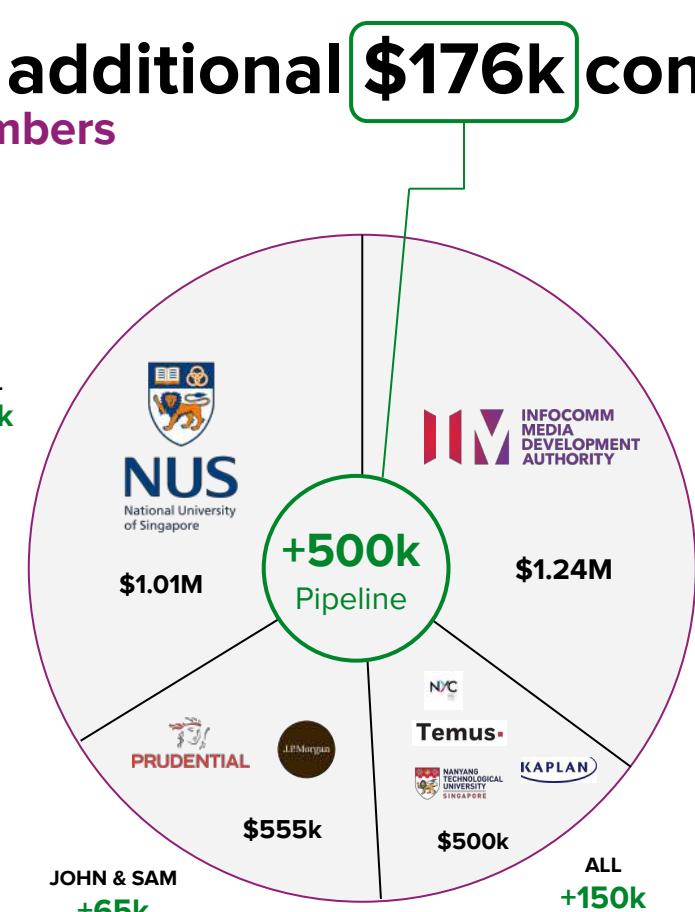


Where will the additional \$176k come from?

Leaders own these numbers

NIRBA Website, SCALE
Website, ISAS,
Duke-NUS Maint, EAI,
Teaching Academy, ...

KUNAL
+200k



A.I. Verify Foundation
Microsite, PDPC SEO, ...

Opus, Ascend, ...

Comexposium,
SymphonyAI, Kaplan
SEO, Kaplan Regional,
Kaplan Webcare ...

Secured Revenue - Quarterly Breakdown - OCT 2024

As on: 15 Oct 2024

\$3.55M

~\$3.37M (95%) secured

\$176k
(5%)

Q1

\$831k

Q2

\$686k

Q3

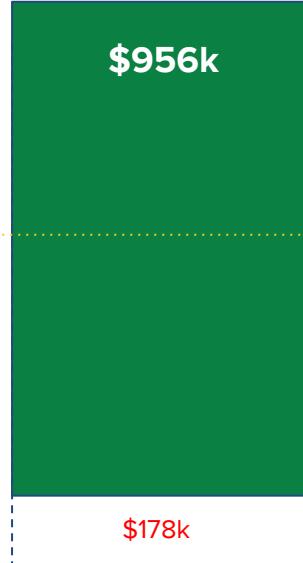
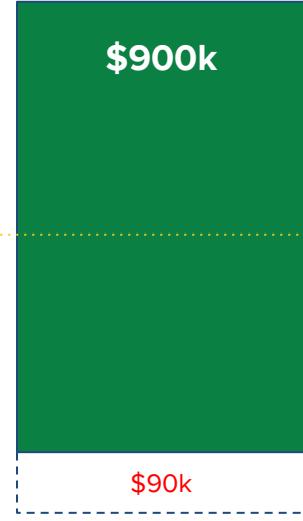
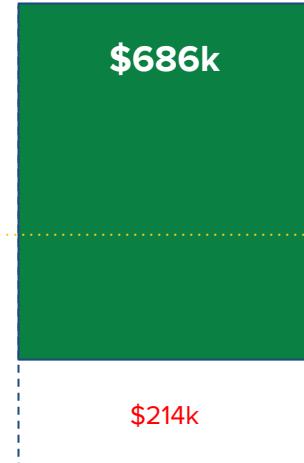
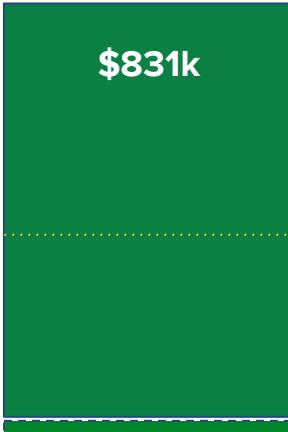
\$900k

Q4

\$956k

Pipeline

\$100k hot
\$400k warm



QTRLY
TARGETS

\$800k

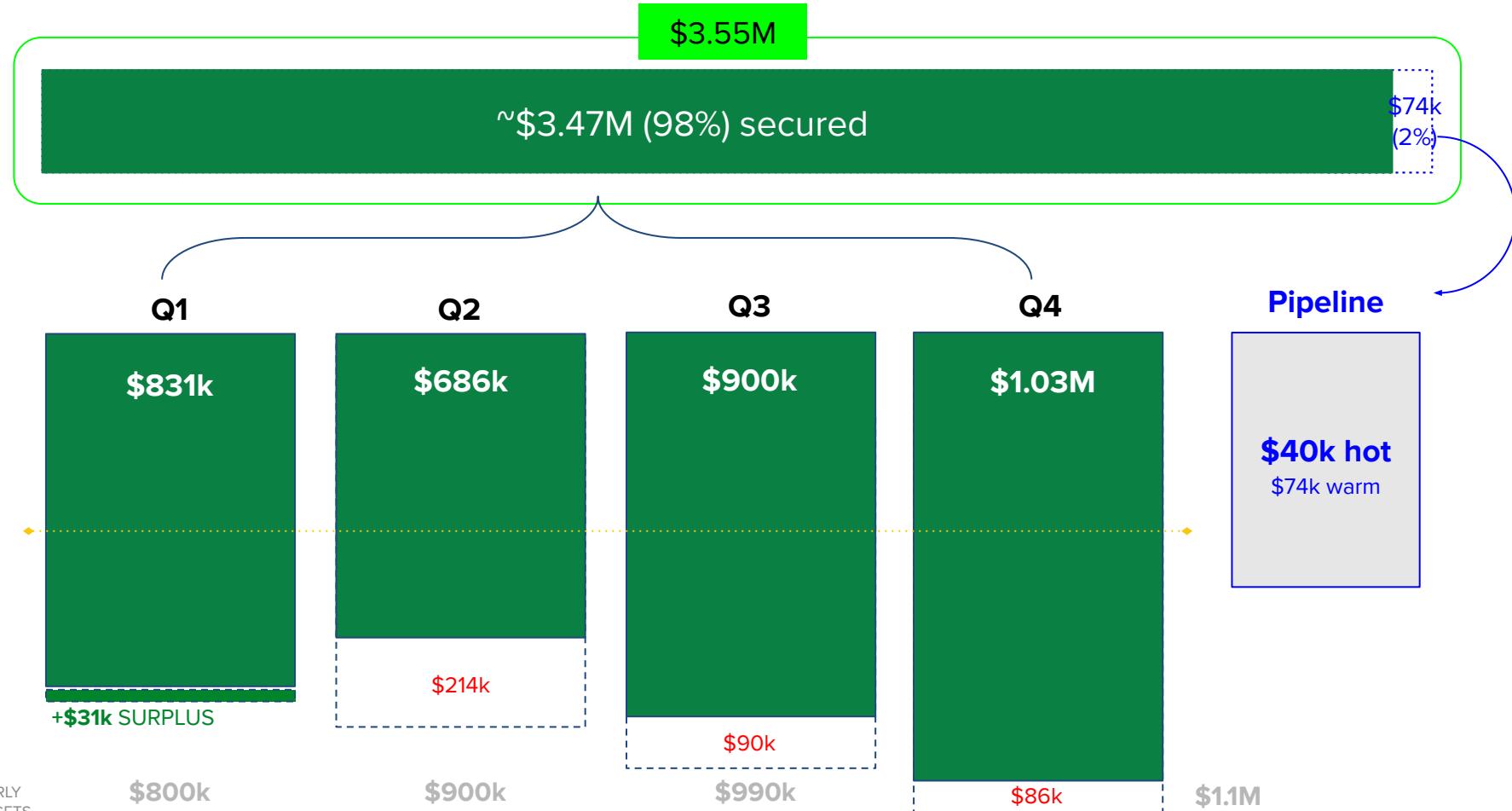
\$900k

\$990k

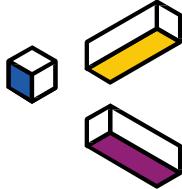
\$1.1M

Secured Revenue - Quarterly Breakdown - TODAY

As on: 5 Dec 2024



2024 Revenue: Quarterly Breakdown



Period	Target	Achieved	Performance
Q1	\$800k	\$831k	+\$31k
Q2	\$900k	\$686k	-\$214k
H1	\$1.70M	\$1.52M	-\$183k

x

Period	Target	Secured	Performance
Q3	\$990k	\$900k	-\$90k
Q4	\$1.1M	\$1.03M	-\$102k
H2	\$2.1M	\$1.86M	-\$86k*

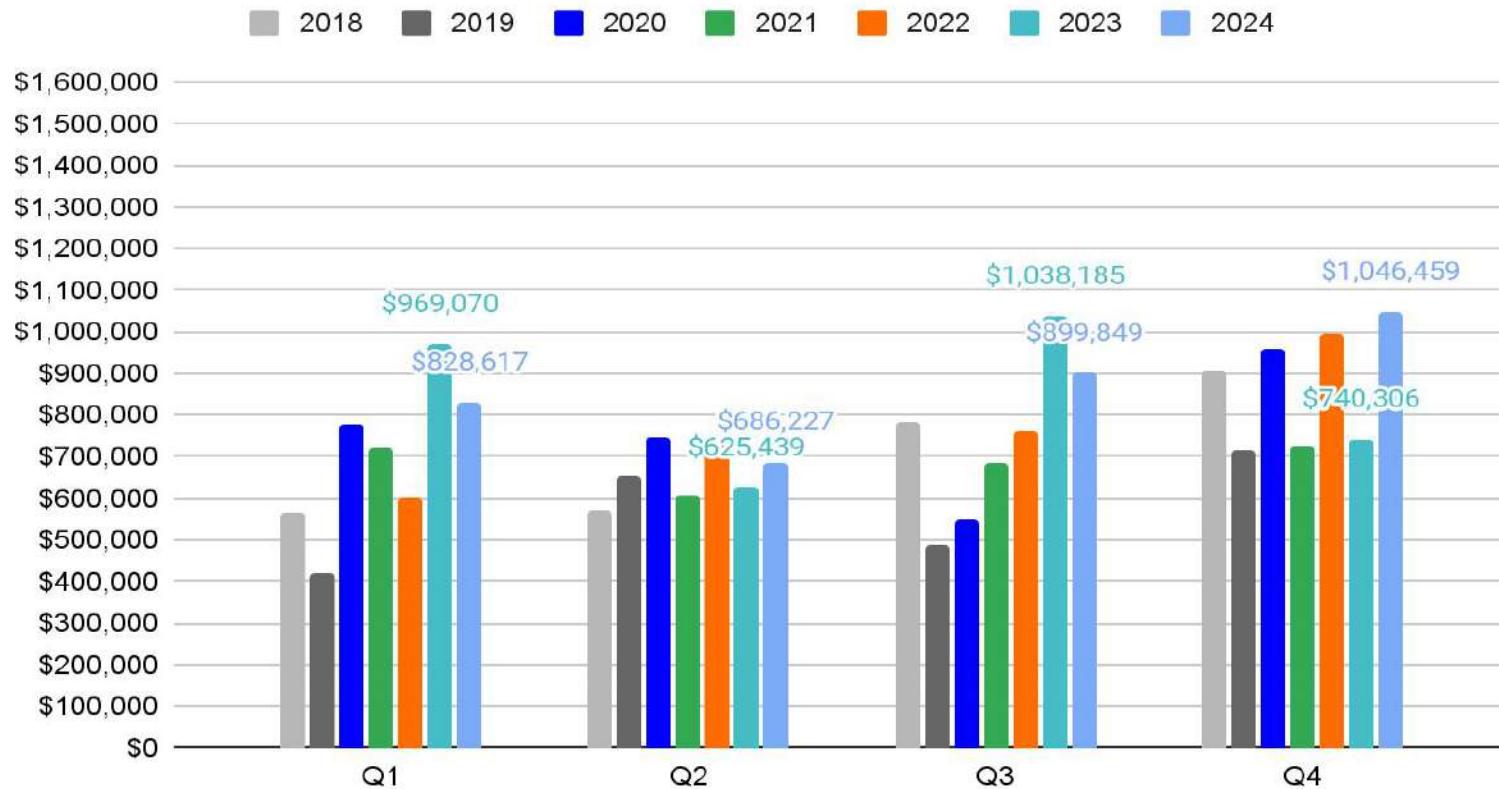
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REVISED TARGETS

ADJUSTED



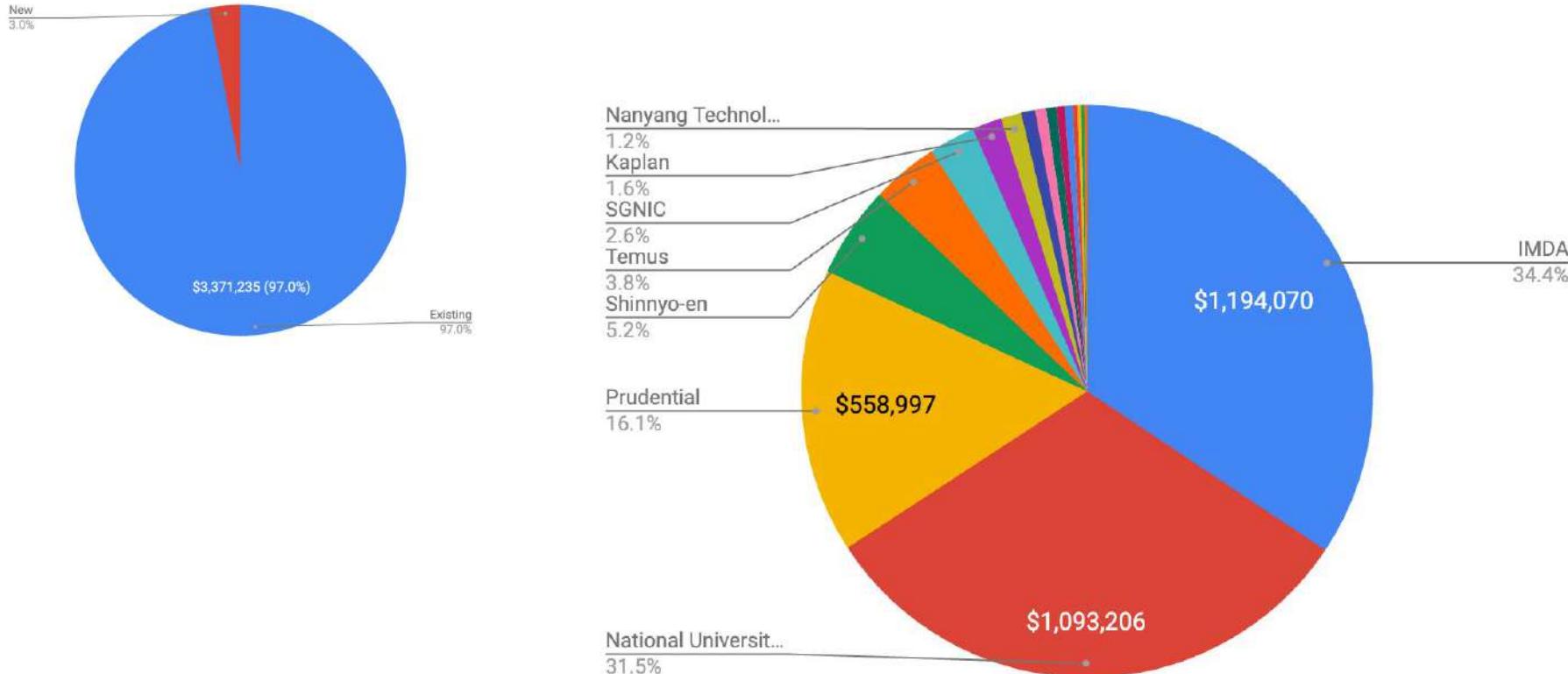
Quarterly Run Rate (2018-2024*)



Monthly Run Rate (2018-2024*)



Revenue 2024



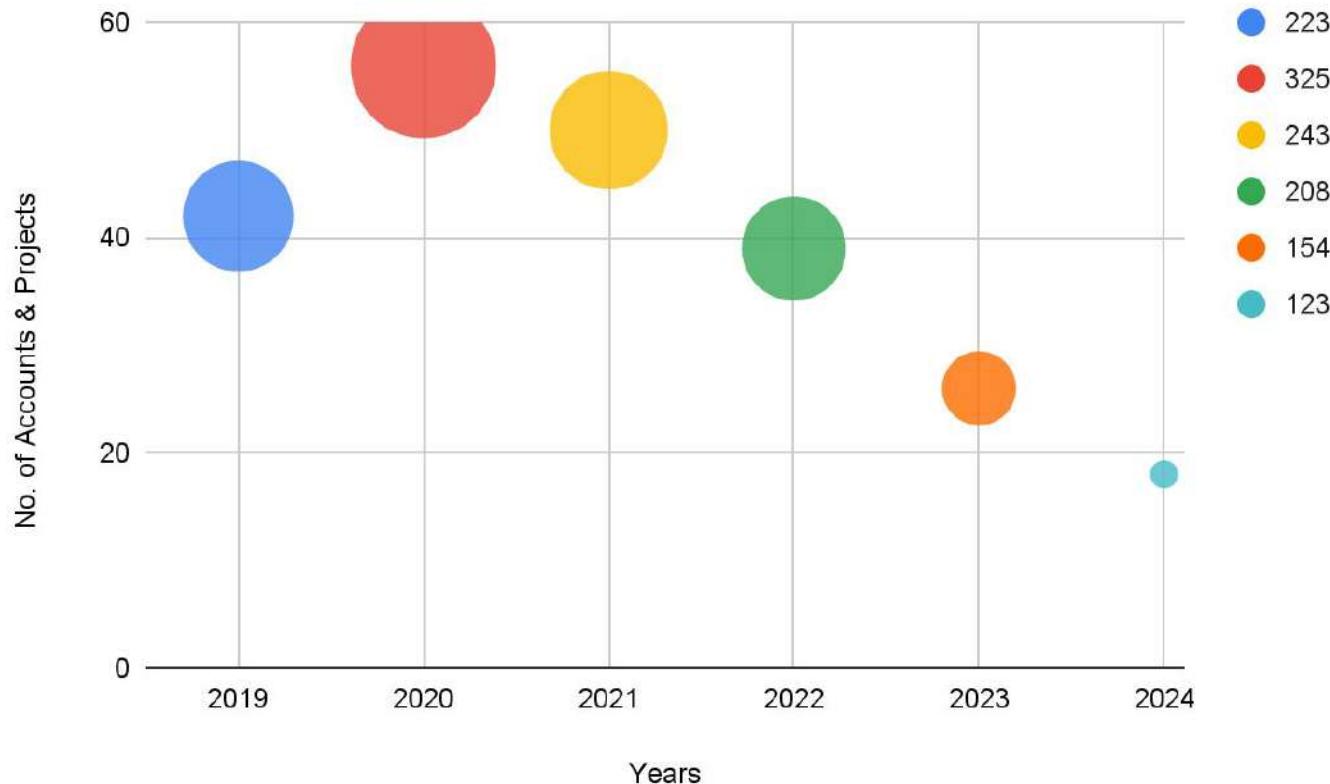
Key Metrics - Over Past 6 Years

Avg cust value +50%, Avg proj value by +30%

No. of Accs. -33%, No. of Proj. -23%

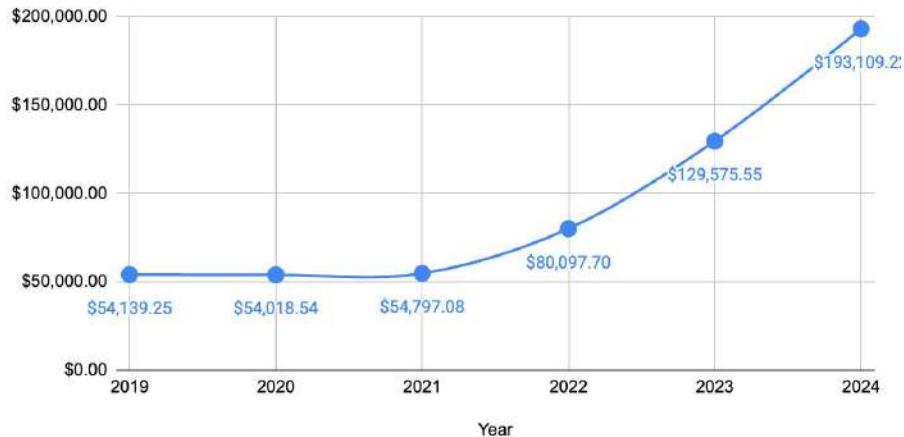
Year	2019	2020	2021	2022	2023	2024
No. of Accs.	42	56	50	39	26	18
No. of Projs.	223	325	243	208	154	123
Total Revenue	\$2,273,848.32	\$3,025,038.30	\$2,739,854.15	\$3,123,810.48	\$3,368,964.40	\$3,475,965.88
Avg. Proj. Size.	\$10,196.63	\$9,307.81	\$11,275.12	\$15,018.32	\$21,876.39	\$28,259.89
Avg. Purc. Freq.	5.31	5.80	4.86	5.33	5.92	6.83
Avg. Cust. Value	\$54,139.25	\$54,018.54	\$54,797.08	\$80,097.70	\$129,575.55	\$193,109.22
Monthly Avg.	\$189,487.36	\$252,086.52	\$228,321.18	\$260,317.54	\$280,747.03	\$289,663.82

No. of Accounts & No. of Projects - 2019-2024

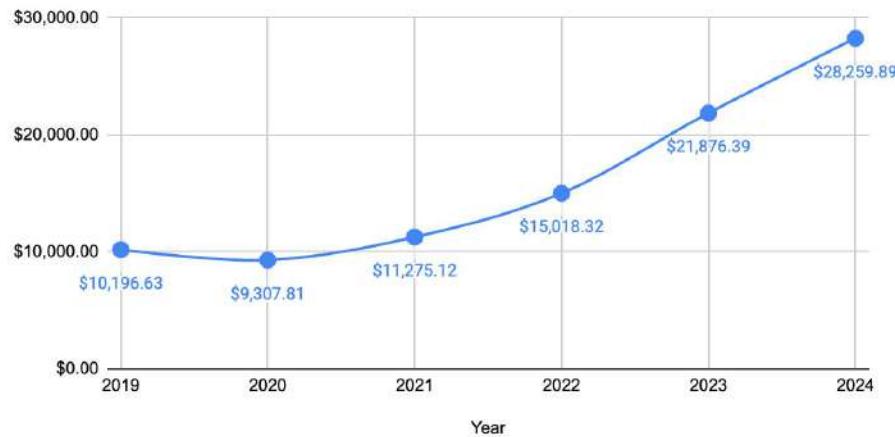


Avg. Project Size - 2019-2024

Average Customer Value



Average Project Size



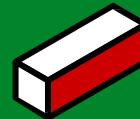
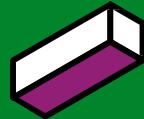
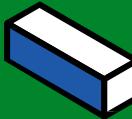
2024 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg. Customer Value (SGD)
Existing Won	\$3,371,234.94	115	\$29,315.09	13	\$259,325.76
New Won	\$104,730.94	7	\$14,961.56	5	\$20,946.19
Total Won	\$3,475,965.88	122	\$28,491.52	18	\$193,109.22
Existing Lost	\$1,376,502.32	37	\$37,202.77	9	\$152,944.70
New Lost	\$1,934,715.17	38	\$50,913.56	22	\$87,941.60
Total Lost	\$3,311,217.49	75	\$44,149.57	31	\$106,813.47
Grand Total	\$6,622,434.98	221	\$29,965.77	42	\$157,677.02
Win Rate	52.49%	55.20%			

Won vs Loss in 2023 - For Comparison

2023 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg, Customer Value (SGD)
Existing Won	\$2,224,460.77	133	\$16,725.27	20	\$111,223.04
New Won	\$1,149,513.67	15	\$76,634.24	6	\$191,585.61
Total Won	\$3,373,974.44	148	\$22,797.12	26	\$129,768.25
Existing Lost	\$3,253,455.12	71	\$45,823.31	11	\$295,768.65
New Lost	\$2,907,203.40	27	\$107,674.20	24	\$121,133.48
Total Lost	\$6,160,658.52	98	\$62,863.86	35	\$176,018.81
Grand Total	\$9,534,632.96	273	\$34,925.40	60	\$158,910.55
Win Rate	35.39%	54.21%			



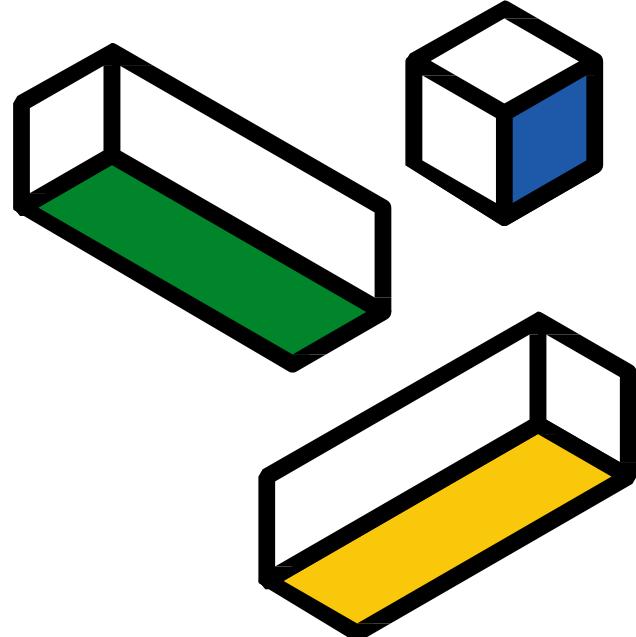
H2 2024 Planning



A quick review of the first half of 2024

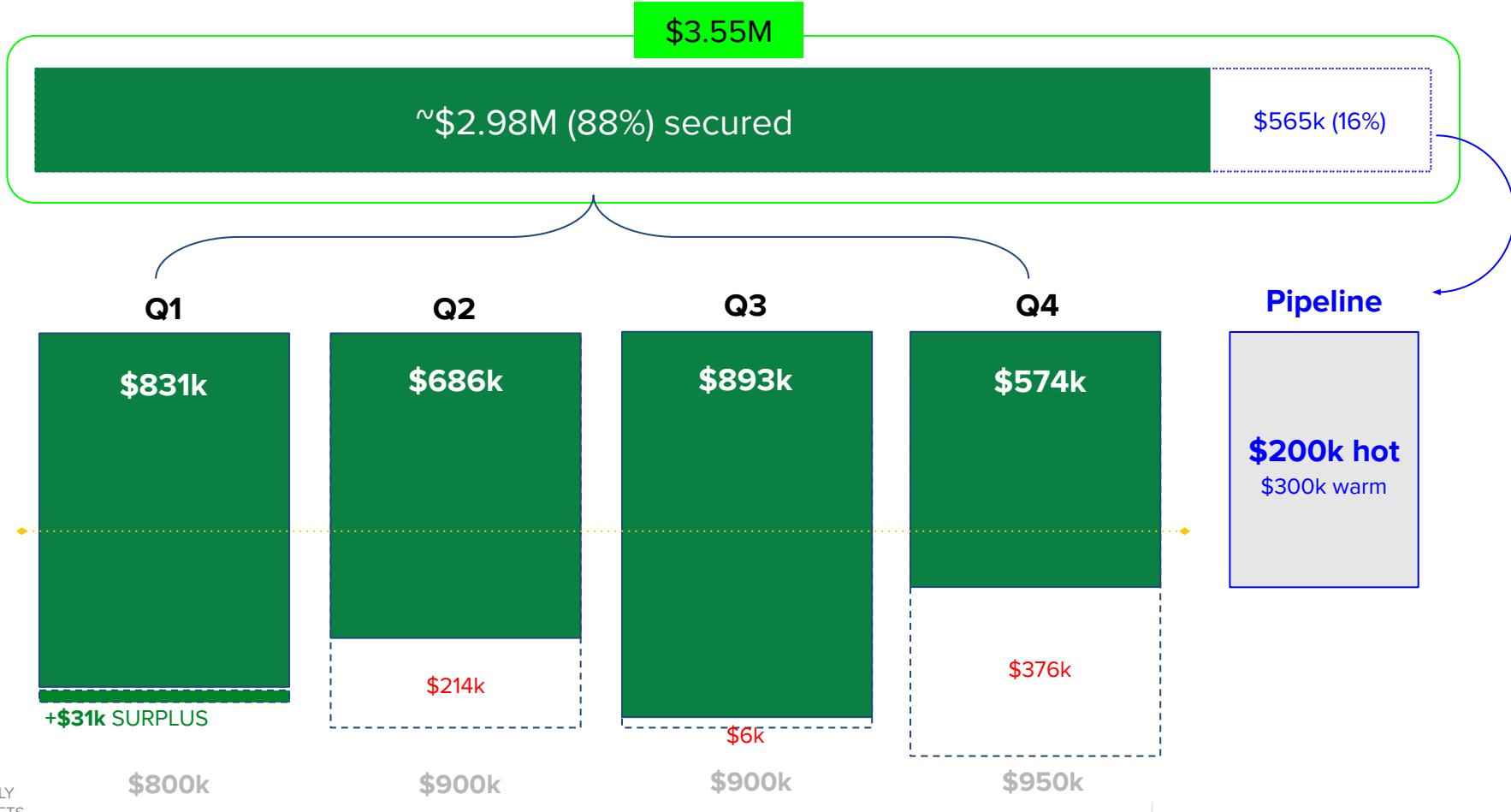
H1 Highlights

- ★ 2 out of 3 key accounts secured \$1M+ each
- ★ NUS Creative & Media Tender renewed for 3 yrs
- ★ IMDA SEO Tender renewed for 1 yr
- ★ Biggest wins from H1
 - IMDA - SEO (\$904k), AI Verify (\$84k), Global CBPR (\$60k), SMEsGD (\$53k),
 - NUS - Medicine Social (\$323k), Enterprise (\$290k), Quantumlah (\$114k), UCI (\$64k), Aquapolis (\$50k), Duke-NUS (\$40k), Medicine SEO (\$40k)
 - Prudential - retainer secured for \$500k
 - SGNIC (\$94k)
 - Temus (\$81k)

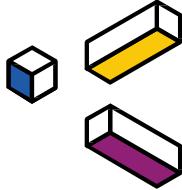


Secured Revenue - Quarterly Breakdown

As on: 24 July 2024



2024 Revenue: Quarterly



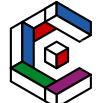
Period	Target	Achieved	Performance
Q1	\$800k	\$831k	+\$31k
Q2	\$900k	\$686k	-\$214k
H1	\$1.70M	\$1.52M	-\$183k

Even though we had a good Q1, we missed our Q2 target which has put us behind by **\$183k** in H1.

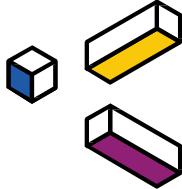
We must focus on making up the shortfall along with meeting our Q3 targets.

Period	Target	Secured	Performance
Q3	\$900k	\$894k	-\$6k
Q4	\$950k	\$574k	-\$376k
H2	\$1.85M	\$1.47M	-\$382k

We have laid a solid foundation for H2 and are starting the quarter from a position of strength



2024 Revenue: Quarterly Split



Period	Target	Achieved	Performance
Q1	\$800k	\$831k	+\$31k
Q2	\$900k	\$686k	-\$214k
H1	\$1.70M	\$1.52M	-\$183k

Period	Target	Secured	Performance
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H2	\$1.85M	\$1.47M	-\$382k



Period	Target	Achieved	Performance
H1	\$1.70M	\$1.52M	-\$183k
H2	\$1.85M	\$1.47M	-\$382k
2024	\$3.55M	\$2.98M	-\$565k

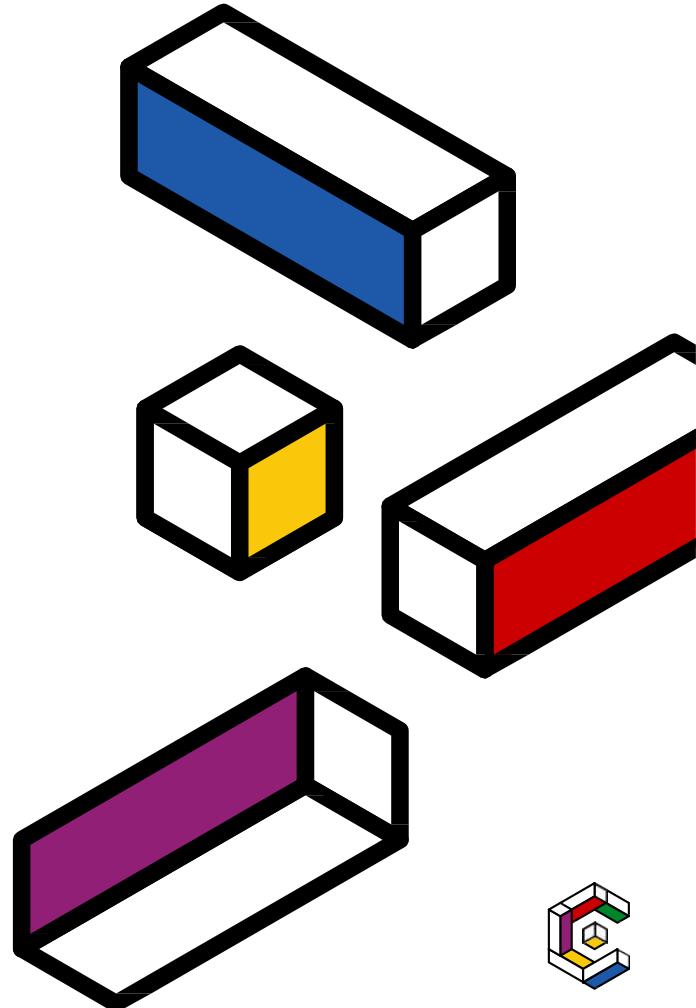


2024 Revenue

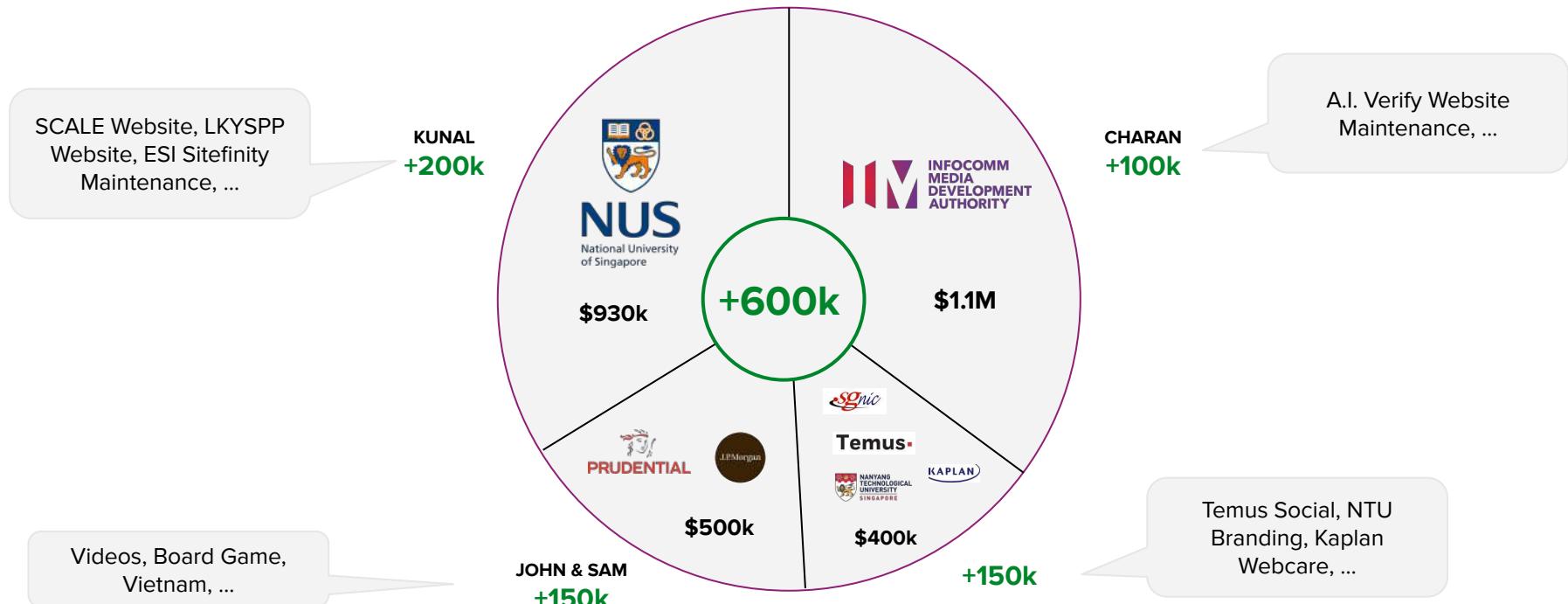
Period	Target	Achieved	Performance
H1	\$1.70M	\$1.52M	-\$183k
H2	\$1.85M	\$1.47M	-\$382k
2024	\$3.55M	\$2.98M	-\$565k

The job to be done:

1. Deliver and invoice the **\$1.47M** already secured for Q3 & Q4
2. Win, deliver and invoice an additional **\$565k**

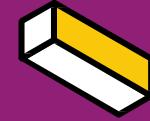
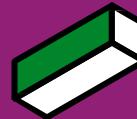


Where will the additional \$565k come from?





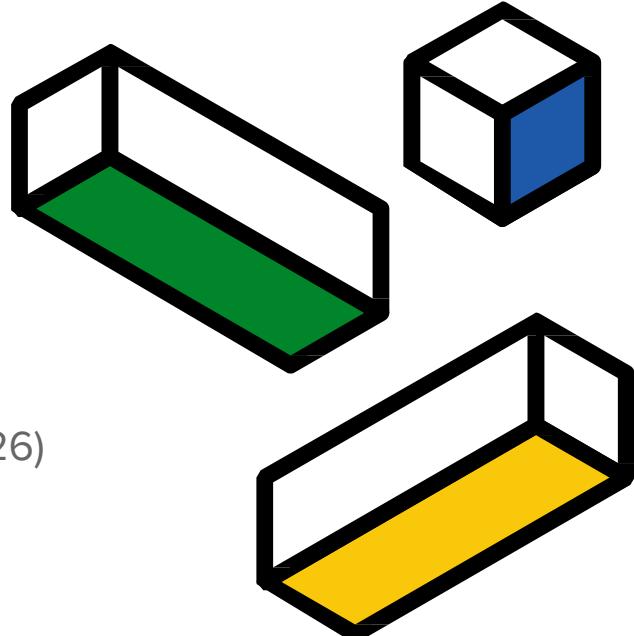
Q2 2024 Planning



A quick review of the past quarter

Q1 Highlights

- ★ Senior client partnerships are working 🤝
 - Strong momentum across NUS, IMDA, Prudential, J.P.Morgan
- ★ 🏆 NUS Creative & Media Services Tender (2024-2026)
 - Won NUS YLL Medicine Social Media Retainer for another year
 - Won NUS Enterprise Website Project
 - Secured \$824k from NUS
- ★ (almost) 🏆 the \$1M IMDA tender for (2024-25) 🤝
- ★ 💰 Prudential retainer secured for \$500k (to realise parked funds)
- ★ 🏆 New client 'Zebra', Temus grew to \$100k 💰

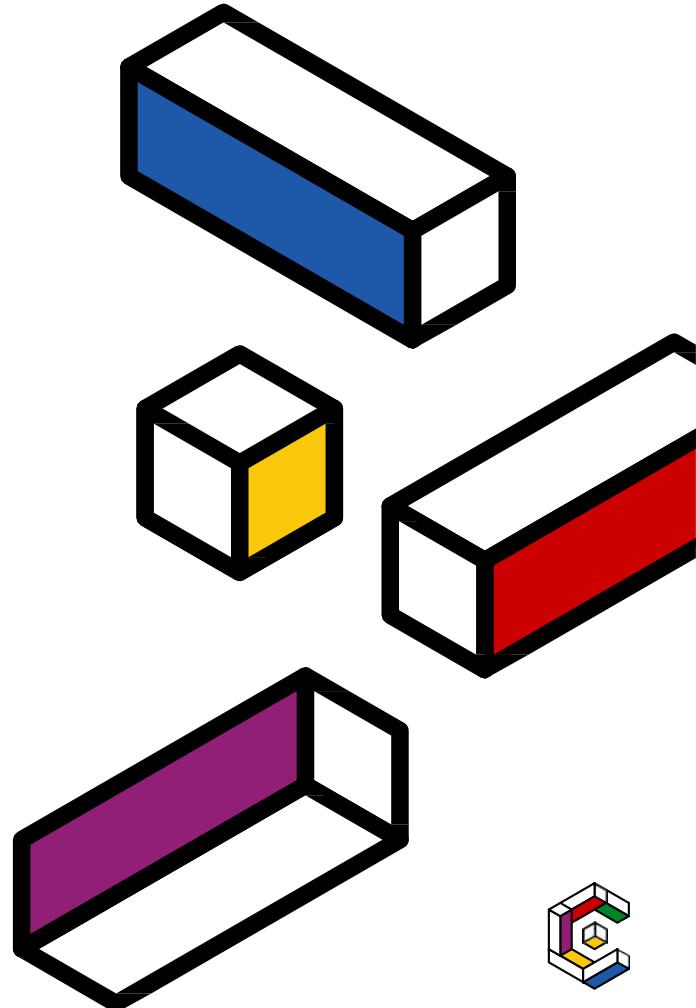


Q1 Revenue

The Road to \$800k

Month	Target	Achieved	Performance
Jan	\$250k	\$290k	+\$40k
Feb	\$250k	\$180k	-\$70k
March	\$300k	\$361k	+\$61k
Q1	\$800k	\$832k	+\$32k

As on 16 Apr 2024



\$3,550,000*

2024 revenue target

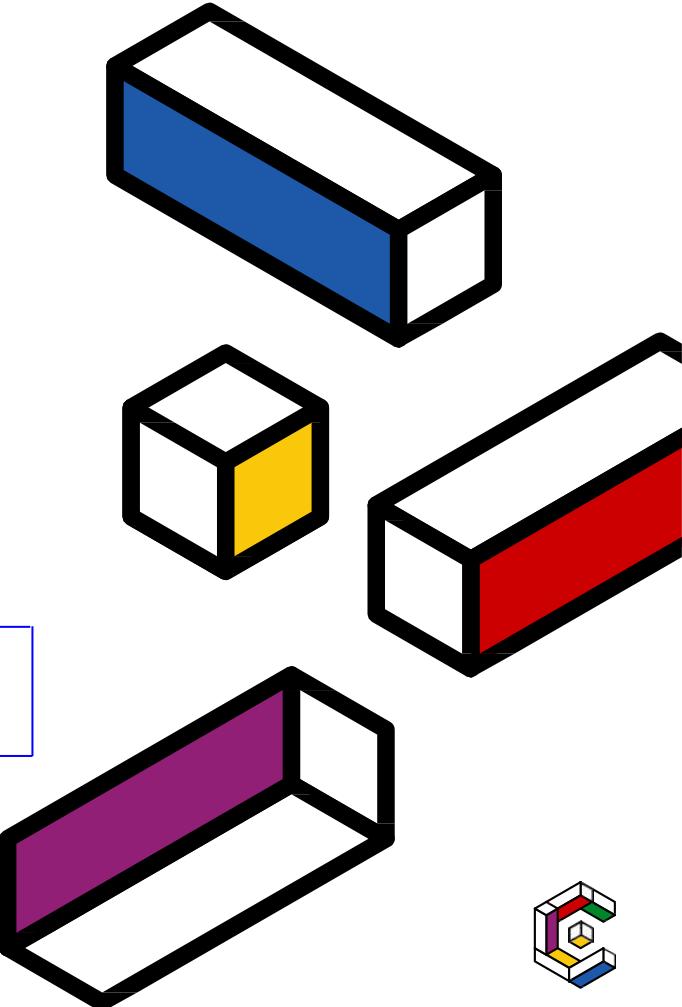
As on: 16 Apr 2024

Secured (50%)

~\$1.78M (50%)

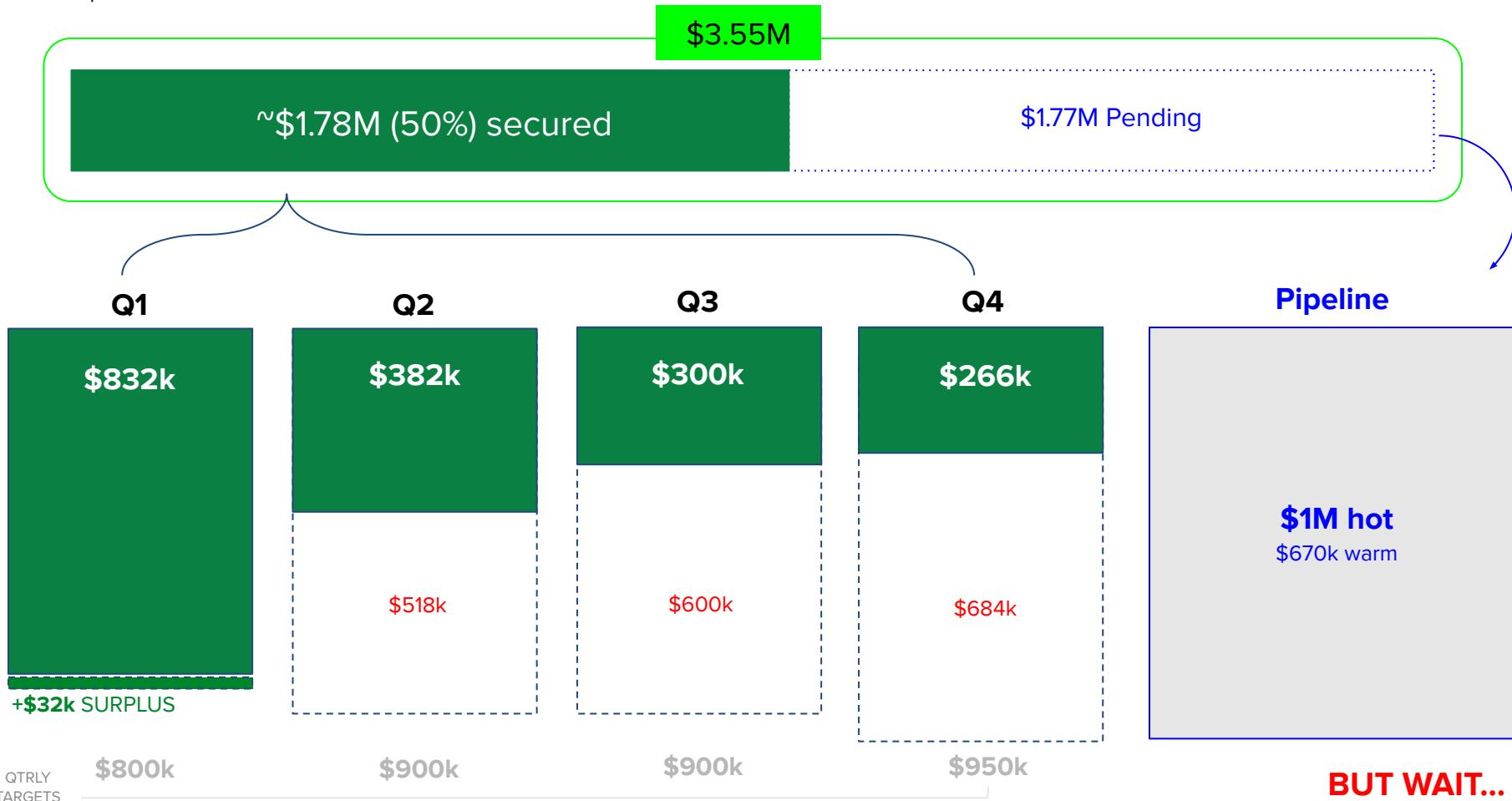
Identified \$1.8M

Pending
\$1.77M



Secured vs. Identified Revenue - Quarterly Breakdown

As on: 16 Apr 2024



\$3,550,000*

2024 revenue target

As on: 16 Apr 2024

Secured (70%) incl IMDA

~\$1.78M (50%)

IMDA
\$700K

Pending
\$1.07M

Identified \$1.8M

NOW WITH ADDED

IMDA



\$3,550,000*

2024 revenue target

As on: 16 Apr 2024

Secured (70%) incl IMDA

~\$1.78M (50%)

IMDA
\$700K

Identified \$1.8M

Pending
\$1.07M

★ In Q1, we have **secured ~70%** and **invoiced ~25%** of target

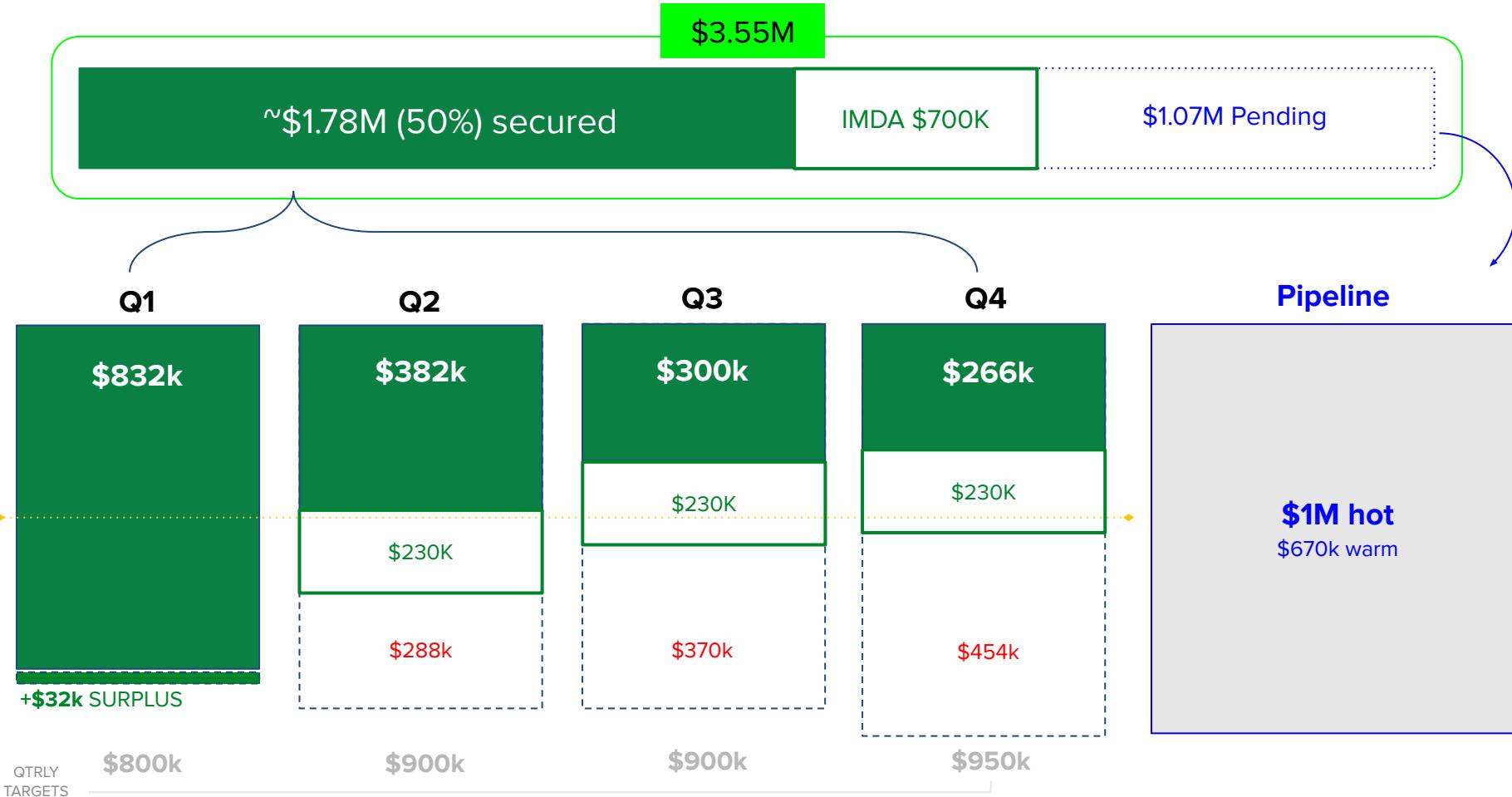
★ Revenue Goal:
Invoice additional **\$1.07M** in 9 months

- Q2 Rock - Secure 100% of revenue target (+\$1.07M)



Secured vs. Identified Revenue - Quarterly Breakdown

As on: 25 Mar 2024



Secured vs. Identified Revenue - Quarterly Breakdown

As on: 16 Apr 2024

\$3.55M

~\$2.48M (70%) secured

IMDA \$700K

\$1.07M (30%) Pending



J.P.Morgan



COMMSCOPE®

Enterprise
Singapore

Temus-

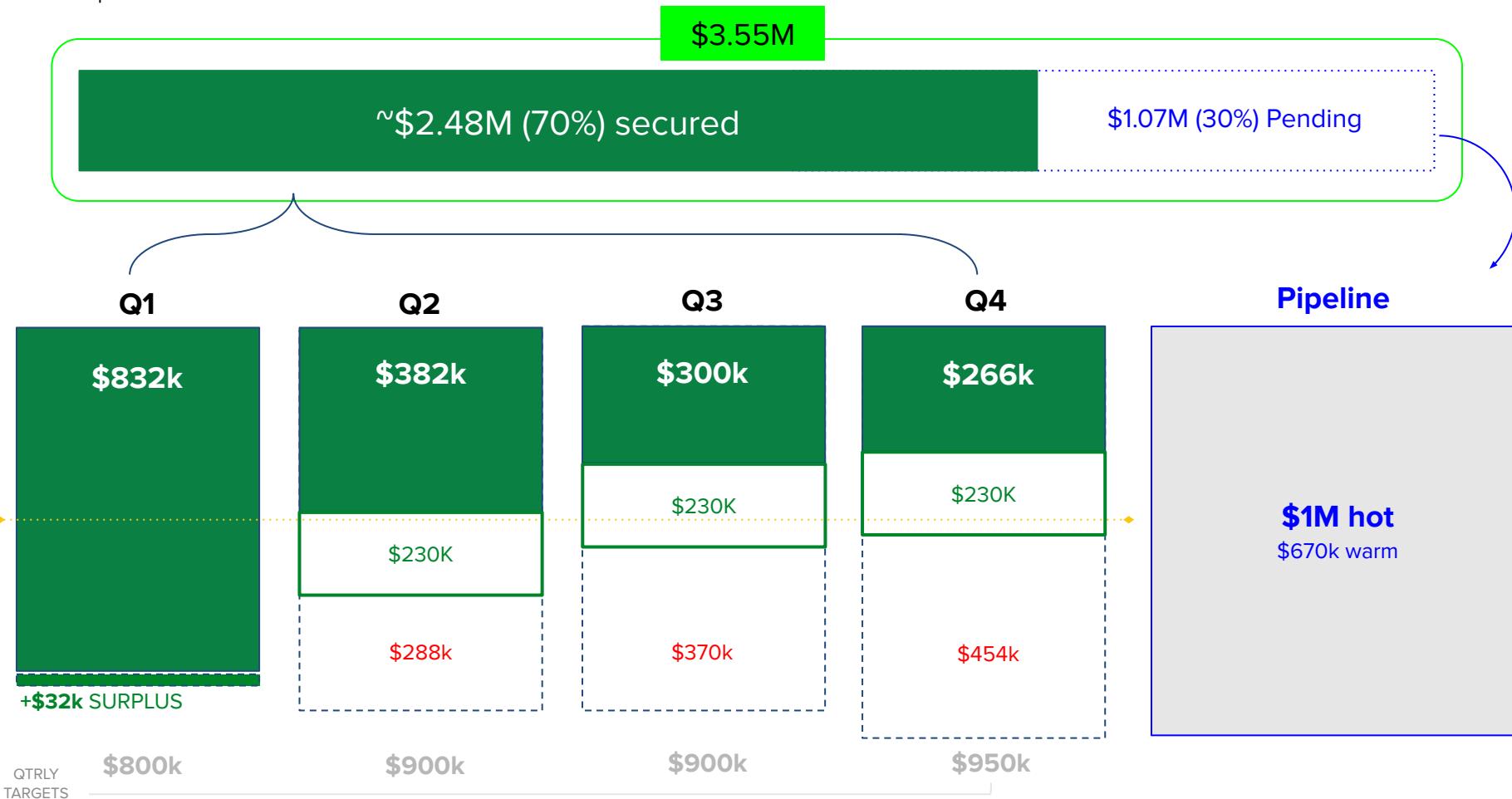


HOME
CREDIT



Secured vs. Identified Revenue - Quarterly Breakdown

As on: 16 Apr 2024



Secured vs. Identified Revenue - Quarterly Breakdown

As on: 16 Apr 2024

\$3.55M

~\$2.48M (70%) secured

\$1.07M (30%) Pending



J.P.Morgan



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Enterprise
Singapore

Temus-

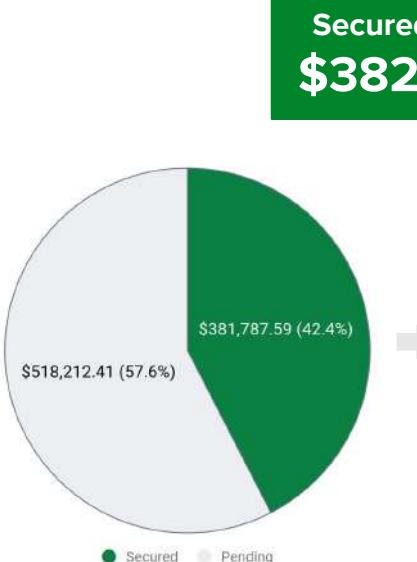


HOME
CREDIT



Q2 2024 - Revenue Projection

As on 16th Apr 2024



Project Name	APR	MAY	JUN	Q2
Prudential Retainer (Parked Funds)	\$31,773.93	\$31,773.93	\$31,773.93	\$95,321.79
NUS Medicine - Social Media Retainer 2024	\$32,793.32	\$22,658.78	\$22,658.78	\$78,110.88
NUS Enterprise Website Revamp Proposal	\$43,524.00			\$43,524.00
Temus Unscoped Items - Drawdown Funds			\$38,860.00	\$38,860.00
NUS UCI Sustainability Microsite	\$10,272.00	\$9,432.00	\$5,240.00	\$24,944.00
IMDA AI Verify Microsite - Development (Maintenance)	\$17,443.38			\$17,443.38
Shinnyo-en Portal - 2024 Maintenance & Support			\$16,800.00	\$16,800.00
IMDA AI Verify Microsite - updates + Email Marketing	\$11,957.70			\$11,957.70
CCH Tagetik Paid Media 2024	\$3,060.00	\$3,060.00	\$3,060.00	\$9,180.00
Duke-NUS 20th Anniversary Website	\$8,370.00			\$8,370.00
NUS EE Open Programmes Q1 2024	\$6,952.50			\$6,952.50
NUS LKYSPP - RRIC Webpage Development	\$4,636.00			\$4,636.00
NUS EE Open Programmes Q2 2024		\$2,000.03	\$2,002.50	\$4,002.53
TheBodyShop Website Maintenance 2024		\$4,000.00		\$4,000.00
TOTAL	\$167,572	\$95,512	\$118,297	\$381,788

Q2 2024 - Revenue Secured vs Target

Q2 2024 - Revenue Projection

As on 16th Apr 2024

Hot: \$390k

Project Name	APR	MAY	JUN	Q2
IMDA Corporate Website SEO Project Q2-Q4 2024	\$70,862.53	\$127,401.33	\$127,401.33	\$210,600.00
TUV SUD Website Content Creation		\$30,000.00		\$30,000.00
PrudentialWord of Mouth Campaign	\$50,000.00			\$50,000.00
Home Credit 2024 SEO Strategy for HCPH/SMPH	\$10,000.00	\$10,000.00	\$10,000.00	\$30,000.00
Prudential Q2 Cross Sell - Ascend & Opus	\$20,000.00			\$20,000.00
SGNIC Website Development (IT Support 3 years 2024-2027)			\$14,728.00	\$14,728.00
Toll Brand Campaign (March 2024)	\$10,905.60			\$10,905.60
Prudential Retainer (Additional)			\$10,244.00	\$10,244.00
Toll Awareness Campaign - Healthcare (March 2024)	\$8,179.20			\$8,179.20
Toll Awareness Campaign - Asia (March 2024)	\$8,179.20			\$8,179.20
TOTAL	\$190K	\$247K	\$164K	\$602K

Q2 2024 - Revenue Projection

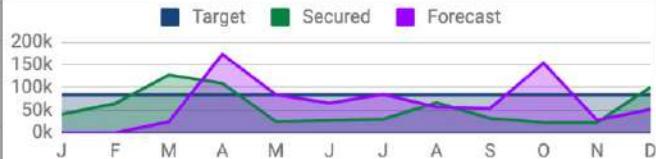
As on 25th Mar 2024

Warm: \$357k

Project	APR	MAY	JUN	Q2
NUS Syncti Web Hosting			\$55,800.00	\$55,800.00
NUS Medicine Coursework	26750		26750	\$53,500.00
Duke-NUS 20th Anniversary Videos	\$20,000.00		\$22,000.00	\$42,000.00
NUS Syncti Website		\$31,100.00		\$31,100.00
ITMA 2027 Website Development	\$10,000.00	\$10,000.00	\$10,000.00	\$30,000.00
J.P.Morgan Events Campaign	\$30,000.00			\$30,000.00
NUS SCALE - Placemaking 2024			\$20,000.00	\$20,000.00
Prudential Word of Mouth Campaign	\$20,000.00			\$20,000.00
Toll Healthcare Vertical Campaign	\$10,000.00		\$10,000.00	\$20,000.00
TUV SUD Sustainability Positioning		\$20,000.00		\$20,000.00
Zebra RFID Demand Gen Campaign (Part 2)		\$20,000.00		\$20,000.00
NUS Quantumlah website revamp 2024		\$15,000.00		\$15,000.00
Duke-NUS 20th Anniversary Logo Animation	\$11,900.00			\$11,900.00
CoolNUS Website Project	\$10,000.00			\$10,000.00
NUS Medicine SEO		\$1,666.67	\$1,666.67	\$3,333.33
TOTAL	\$144K	\$127K	\$85K	\$357k

The Big Four

		J	F	M	A	M	J	J	A	S	O	N	D	Total	
 NUS National University of Singapore	Target	83k	83k	83k	83k	83k	83k	83k	83k	83k	83k	83k	83k	1000k	
	Secured	40k	64k	127k	109k	25k	27k	30k	66k	32k	23k	23k	100k	665k	
	Forecast	0k	0k	24k	173k	84k	65k	84k	57k	53k	153k	28k	51k	772k	
	Shortfall	43k	19k	0k	0k	59k	57k	54k	17k	52k	61k	61k	0k	421k	
 INFOCOMM MEDIA DEVELOPMENT AUTHORITY	Target	83k	83k	83k	83k	83k	83k	83k	83k	83k	83k	83k	83k	1000k	
	Secured	150k	53k	41k	29k	0k	0k	0k	0k	0k	0k	0k	0k	273k	
	Forecast	0k	0k	0k	84k	90k	76k	76k	76k	76k	75k	75k	75k	705k	
	Shortfall	0k	30k	43k	54k	83k	83k	83k	83k	83k	83k	83k	83k	794k	
 PRUDENTIAL	Target	67k	67k	67k	67k	67k	67k	67k	67k	67k	67k	67k	67k	800k	
	Secured	74k	44k	53k	47k	47k	47k	37k	37k	37k	29k	29k	29k	512k	
	Forecast	0k	0k	0k	50k	0k	0k	30k	0k	0k	30k	0k	10k	121k	
	Shortfall	0k	23k	14k	19k	19k	19k	29k	29k	29k	37k	37k	37k	295k	
J.P.Morgan	Target	29k	29k	29k	29k	29k	29k	29k	29k	29k	29k	29k	29k	350k	
	Secured	0k	12k	2k	0k	0k	0k	0k	0k	0k	0k	0k	0k	14k	
	Forecast	0k	0k	0k	9k	30k	0k	75k	0k	0k	0k	0k	0k	114k	
	Shortfall	29k	17k	27k	29k	29k	29k	29k	29k	29k	29k	29k	29k	336k	



2024 Key Account & Revenue Projections

Top 15 accounts by revenue - The top 20% accounts deliver 80% of revenue

	Owner		\$3,925,000	\$829,062	\$396,264	\$284,867	\$266,141	\$1,776,333	\$1,030,514	
Accounts	Client Lead A	Client Lead B	Target	Secured (Q1)	Secured (Q2)	Secured (Q3)	Secured (Q4)	Secured (2024)	Forecast (Only Hot)	
NUS	80%	Kunal	Sam	\$1,000,000	\$214,843	\$173,197	\$129,998	\$145,500	\$663,539	\$84,000
Prudential		John	John	\$800,000	\$170,592	\$95,322	\$109,365	\$85,836	\$461,115	\$140,980
IMDA		Charan	Elleven	\$1,000,000	\$252,465	\$58,738	\$15,523	\$7,885	\$334,612	\$633,526
Shinnyo-en	Edison			\$100,000	\$55,939	\$16,967	\$16,800	\$16,800	\$106,506	\$0
Temus	Cheng En	Charan		\$50,000	\$47,642	\$38,860	\$0	\$0	\$86,502	\$20,640
CCH Tagetik	Luis	Anton		\$35,000	\$12,240	\$9,180	\$9,180	\$6,120	\$36,720	\$0
Zebra	Kunal	Luis		\$100,000	\$20,960	\$0	\$0	\$0	\$20,960	\$0
SGNIC	Charan			\$50,000	\$19,408	\$0	\$0	\$0	\$19,408	\$44,184
Kaplan	Gautham	Kunal		\$20,000	\$17,340	\$0	\$0	\$0	\$17,340	\$0
The Body Shop	Dat			\$20,000	\$4,000	\$4,000	\$4,000	\$4,000	\$16,000	\$0
TUV SUD	John	Denise		\$50,000	\$0	\$0	\$0	\$0	\$0	\$60,000
J.P.Morgan	Sam	Denise		\$350,000	\$13,632	\$0	\$0	\$0	\$13,632	\$19,920
Mediacorp	John	Elleven		\$200,000	\$0	\$0	\$0	\$0	\$0	\$0
Toll Group	Denise	Denise		\$100,000	\$0	\$0	\$0	\$0	\$0	\$27,264
Amex	John	Elleven		\$50,000	\$0	\$0	\$0	\$0	\$0	\$0

2024 REVENUE PLAN	
TARGET	\$3.55M
SECURED	2.5M
PENDING	1M

ADDITIONAL FROM KEY ACCOUNTS (Q2-Q4)			
Kunal & Sam	NUS	\$300,000.00	Synth Bio \$50k, SCALE \$50k
Charan	IMDA	\$100,000.00	
John	Prudential	\$150,000.00	Addon Retainer \$40k, WOM \$50k, Opus \$60k
Sam	J.P.Morgan	\$100,000.00	Event, Case Studies
	TOTAL	\$650,000.00	
NEW BIZ \$\$\$ (Q2-Q4)			
John & Sam	TUV SUD	\$200,000.00	Sust \$100k, Web Content \$100k
Kunal	Zebra	\$50,000.00	
Charan	SGNIC	\$44,000.00	
Charan	Temus	\$40,000.00	
Kunal	Toll	\$50,000.00	
Luis	Home Credit	\$60,000.00	
Kunal	CommScope	\$40,000.00	
John	Mediacorp	\$20,000.00	
John	Singtel	\$20,000.00	
John	Amex	\$20,000.00	
	TOTAL	\$544,000.00	

Q2 Revenue Plan

Target	\$900,000.00
Secured	\$657,000.00
Pending	\$243,000.00

REVENUE COMMITMENTS

NUS	\$50,000.00
TUV SUD	\$30,000.00
Prudential	\$50,000.00
SGNIC	\$20,000.00
Zebra	\$20,000.00
Toll	\$20,000.00
Home Credit	\$20,000.00
CommScope	\$20,000.00
Mediacorp	\$12,000.00
TOTAL	\$242,000.00

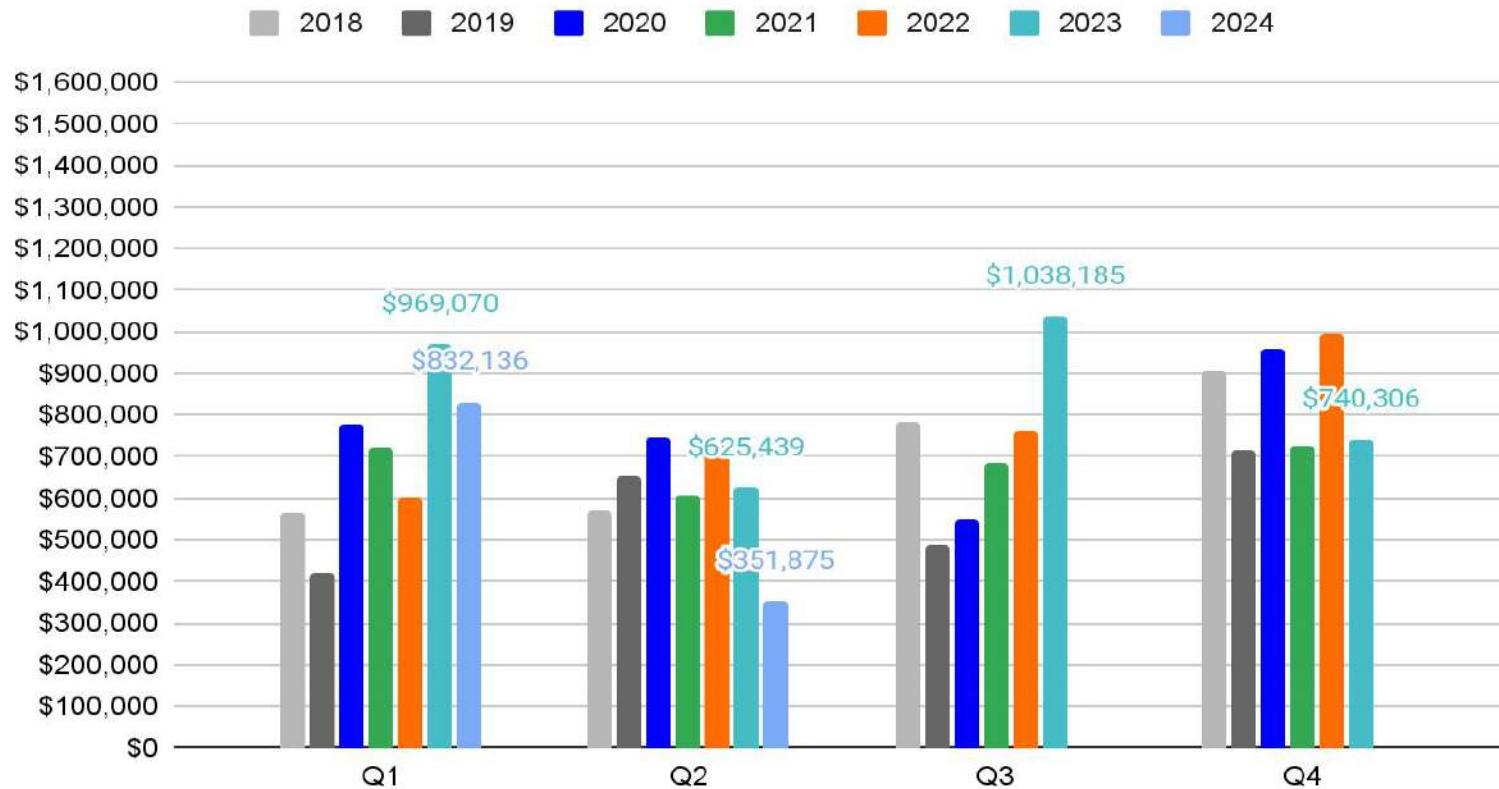
A person wearing a red t-shirt and a black helmet with white markings is riding a black and orange off-road quad bike. They are moving away from the camera, kicking up a large cloud of brown dust. The background shows a rocky, arid landscape.

Going out to hit our revenue targets

Monthly Run Rate (2018-2024*)



Quarterly Run Rate (2018-2024*)



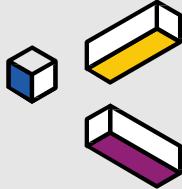
Won vs Loss in 2024

2024 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg, Customer Value (SGD)
Existing Won	\$1,764,219.20	55	\$32,076.71	13	\$135,709.17
New Won	\$20,960.00	1	\$20,960.00	1	\$20,960.00
Total Won	\$1,785,179.20	56	\$31,878.20	14	\$127,512.80
Existing Lost	\$358,544.00	10	\$35,854.40	5	\$71,708.80
New Lost	\$704,094.17	13	\$54,161.09	9	\$78,232.69
Total Lost	\$1,062,638.17	23	\$46,201.66	14	\$75,902.73
Grand Total	\$2,125,276.33	119	\$17,859.46	28	\$75,902.73
Win Rate	84.00%	47.06%			

Won vs Loss in 2023 - For Comparison

2023 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg, Customer Value (SGD)
Existing Won	\$2,224,460.77	133	\$16,725.27	20	\$111,223.04
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Grand Total	\$9,534,632.96	273	\$34,925.40	60	\$158,910.55
Win Rate	35.39%	54.21%			

Revenue Focus for 2024 - The Road to \$3.55M



Secured: \$1.78M

Identified opportunities **\$1.8M** : **\$1M HOT** and **\$800k WARM**

EXISTING



J.P.Morgan

Shinmyo

Temus•

Wolters Kluwer
CCH Tagetik



Opportunity:
\$2M

NEW



HOME CREDIT



Opportunity:
\$500k



Client Strategy 2024

\$3M

SECURE
& RETAIN



J.P.Morgan

\$1M

CONVERT
& GROW



?



Sr. Client Partners
Accountabilities

REVENUE
& CLIENT
LEADERSHIP



Key Metrics - Over Past 5 Years

Avg cust value +70%, Avg proj value by +35%

No. of Accs. -33%, No. of Proj. -23%

Year	2019	2020	2021	2022	2023
No. of Accs.	42	56	50	39	26
No. of Projs.	223	325	243	208	154
Total Revenue	\$2,273,848.32	\$3,025,038.30	\$2,739,854.15	\$3,123,810.48	\$3,368,964.40
Avg. Proj. Size.	\$10,196.63	\$9,307.81	\$11,275.12	\$15,018.32	\$21,876.39
Avg. Purc. Freq.	5.31	5.80	4.86	5.33	5.92
Avg. Cust. Value	\$54,139.25	\$54,018.54	\$54,797.08	\$80,097.70	\$129,575.55

2024 Revenue Contributors

New vs Existing Accounts

<i>New / Existing</i>	Target	Achieved	% Target Met	% Split
Existing	\$3,775,000	\$1,764,219	46.73%	98.83%
New	\$470,000	\$20,960	4.46%	1.17%
Grand Total	\$4,245,000	\$1,785,179	42.05%	100.00%

<i>New / Existing</i>	Q1	Q2	Q3	Q4	Total
Existing	\$819,546	\$414,511	\$269,406	\$260,756	\$1,764,219
New	\$20,960	\$0	\$0	\$0	\$20,960
Grand Total	\$840,506	\$414,511	\$269,406	\$260,756	\$1,785,179
	97.51%	100.00%	100.00%	100.00%	98.83%
	2.49%	0.00%	0.00%	0.00%	1.17%

* New are accounts that didn't exist on our books in 2023

Q2 2024 - Resourcing

As on 25th Mar 2024

Project Name	Secured	Team
Prudential Retainer (Parked Funds)	\$141,582.81	Denise, Cheng En, Kha
NUS Medicine - Social Media Retainer 2024	\$70,926.34	Kha, Jeremy
NUS Enterprise Website Revamp Proposal	\$43,524.00	Lionel
J.P.Morgan Case Studies	\$40,000.00	Denise
Temus Unscoped Items - Drawdown Funds	\$38,860.00	Cheng En
NUS UCI Sustainability Microsite	\$21,800.00	Gautham  Cheng En
IMDA AI Verify Microsite - Development (Maintenance)	\$17,443.38	Cheng En, Dat
Shinnyo-en Portal - 2024 Maintenance & Support	\$16,800.00	???
TUV SUD Sustainability and Sanitation Campaign	\$12,833.50	Denise
IMDA AI Verify Microsite - Phase 2 updates + Email Marketing	\$11,957.70	Cheng En, Dat
CCH Tagetik Paid Media 2024	\$9,180.00	Anton, Luis
Duke-NUS 20th Anniversary Website	\$8,370.00	Denise, Kha
NUS EE Open Programmes Q1 2024	\$6,952.50	Jeremy, Luis
NUS LKYSPP - RRIC Webpage Development	\$4,636.00	Gautham
NUS EE Open Programmes Q2 2024	\$4,002.53	Jeremy, Luis
TheBodyShop Website Maintenance 2024	\$4,000.00	Dat
TUV SUD Sustainability and Sanitation Campaign	\$1,642.50	Denise
TOTAL	\$422,881.00	

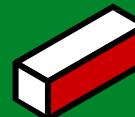
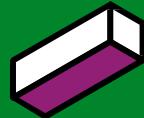
Q2 2024 - Resourcing

As on 25th Mar 2024

Client Partner	Accounts & Projects	Value
Denise	Prudential, J.P.Morgan, Duke-NUS, LKYSPP, TUV SUD, Toll, Mayoly (pitch)	
Kha	NUS Medicine Social, Zebra, Prudential, Duke-NUS	\$70,926.34
Lionel	NUS Enterprise, IMDA	\$43,524.00
Cheng En	Prudential, Temus	\$40,000.00
Gautham	NUS UCI, UCI Sustainability, Giving, RRIC,	\$38,860.00
Dat	Amex, IMDA AI Verify	\$21,800.00
Jeremy	NUS EE, Zebra,	\$17,443.38
Anton	Shinnyo-en Portal - 2024 Maintenance & Support	\$16,800.00



Q1 2024

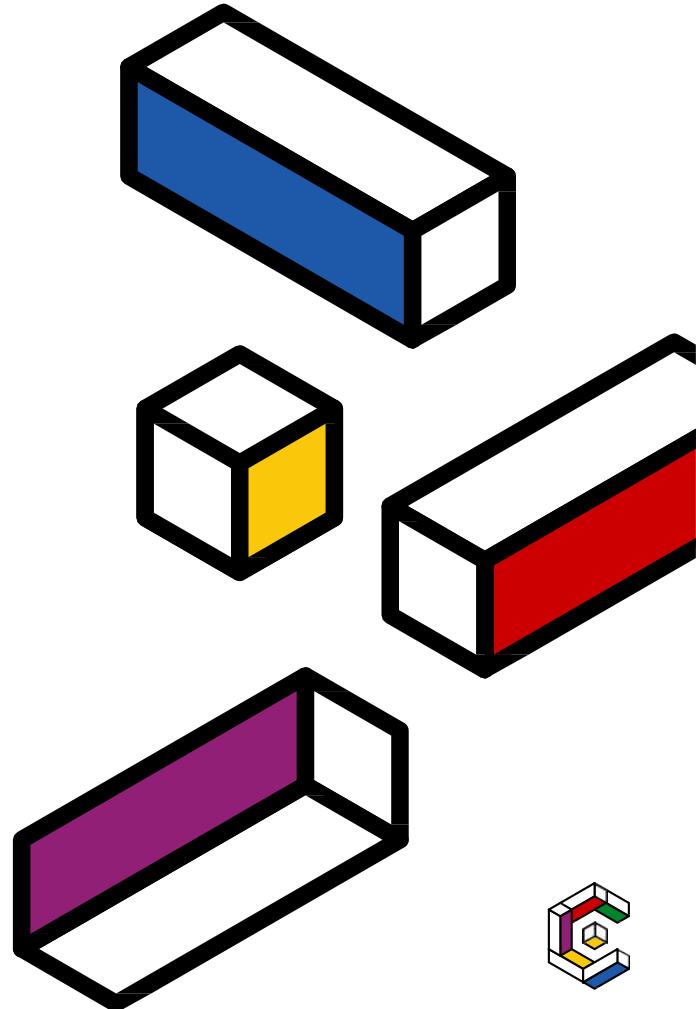


Q1 Revenue

The Road to \$800k

Month	Target	Achieved	Performance
Jan	\$250k	\$290k	+\$40k
Feb	\$250k	\$195k	-\$54k
March	\$300k	\$232k	-\$94k
Q1	\$800k	\$718k	-\$81k

As on 4 Mar 2024



Month of Feb 2024 - Revenue Snapshots

26th Feb vs. 4th Mar 2024

26 FEB

\$241k (-\$59k)

	A	B	FEB
1	Account name	Project Name	
2	CCH Tagetik	CCH Tagetik Paid Media 2024	\$3,060.00
7	IMDA	AI Verify Foundation Microsite - Development (Maintenance)	\$6,525.75
8	IMDA	AI Verify Foundation Microsite - Phase 2 updates + Email	\$24,223.16
9	IMDA	Corporate Website SEO Project Q1 2023	\$56,686.53
15	J.P.Morgan	Case Studies	\$11,842.00
21	Lamitak	Website Migration Round 2	\$945.00
26	National University of Singapore	Duke-NUS - Admissions Campaign	\$500.00
27	National University of Singapore	Duke-NUS - Communications Campaign	\$8,000.00
31	National University of Singapore	LKYSPPP - RRIC Webpage Development	\$1,320.00
32	National University of Singapore	LKYSPPP - SMP Handover	\$2,260.00
34	National University of Singapore	MSc in Data Science for Sustainability Campaign	\$10,816.00
37	National University of Singapore	NUS EE OEP 2023 Q3 - New Platforms - Bing Yahoo	\$0.00
38	National University of Singapore	NUS EE Open Programmes Q1 2024	\$2,000.03
43	National University of Singapore	NUS Medicine - Social Media Retainer 2024	\$35,306.64
44	National University of Singapore	NUS Medicine Landing pages	\$7,360.00
57	Prudential	Prudential Parked Funds	\$42,435.00
59	Prudential	Prudential Bust the Myth Campaign - Release of FA files	\$1,100.00
63	Prudential	Prudential Add-on Ghost Asset (Change request)	\$2,080.00
86	Temus	Corporate Website Phases 1 & 2	\$24,661.85

-\$30k

-\$3k

-\$2k

-\$24k

4 MAR

\$195k

	A	B	FEB
1	Account name	Project Name	
2	CCH Tagetik	CCH Tagetik Paid Media 2024	\$6,120.00
9	IMDA	Corporate Website SEO Project Q1 2023	\$68,274.96
15	J.P.Morgan	Case Studies	\$11,842.00
21	Lamitak	Website Migration Round 2	\$945.00
26	National University of Singapore	Duke-NUS - Admissions Campaign	\$500.00
27	National University of Singapore	Duke-NUS - Communications Campaign	\$8,000.00
31	National University of Singapore	LKYSPPP - RRIC Webpage Development	\$1,320.00
32	National University of Singapore	LKYSPPP - SMP Handover	\$2,260.00
34	National University of Singapore	MSc in Data Science for Sustainability Campaign	\$10,816.00
37	National University of Singapore	NUS EE OEP 2023 Q3 - New Platforms - Bing Yahoo	\$0.00
38	National University of Singapore	NUS EE Open Programmes Q1 2024	\$2,000.03
43	National University of Singapore	NUS Medicine - Social Media Retainer 2024	\$32,094.00
44	National University of Singapore	NUS Medicine Landing pages	\$7,360.00
66	Prudential	Prudential Parked Funds	\$42,435.00
71	Prudential	Prudential Bust the Myth Campaign - Release of FA files	\$1,100.00

+\$3K

+\$11k

26th Feb projection \$241k, removed from Feb: -\$59k

IMDA AI Verify -\$30k, Temus -\$24k, Pru -\$2k, NUS Soc -\$3k

4th Mar projection \$181k, added new: +\$14k

IMDA SEO \$11k, NUS Med Social +\$3k,

Month of Mar 2024 - Revenue Projection

5th Mar 2024

1	Account name	Project Name	MAR
2	CCH Tagetik	CCH Tagetik Paid Media 2024	\$3,060.00
7	IMDA	AI Verify Foundation Microsite - Development (Maintenance)	\$6,525.75
8	IMDA	AI Verify Foundation Microsite - Phase 2 updates + Email	\$24,223.16
9	IMDA	Corporate Website SEO Project Q1 2023	\$12,998.66
26	National University of Sir	Duke-NUS - Admissions Campaign	\$0.00
27	National University of Sir	Duke-NUS - Communications Campaign	\$500.00
31	National University of Sir	LKYSPP - RRIC Webpage Development	\$4,636.00
34	National University of Sir	MSc in Data Science for Sustainability Campaign	\$3,080.00
38	National University of Sir	NUS EE Open Programmes Q1 2024	\$2,002.50
43	National University of Sir	NUS Medicine - Social Media Retainer 2024	\$42,753.32
48	National University of Sir	UCI - Campus Infrastructure Website Revamp (2023)	\$27,144.00
			-\$27k
52	National University of Sir	Duke-NUS 20th Anniversary	\$12,000.00
54	National University of Sir	NUS Nursing - Part Time Degree recruitment campaign	\$7,200.00
66	Prudential	Prudential Parked Funds	\$52,790.67
76	SGNIC	SGNIC Support & Managed Hosting (14 July 2023 to 31 Dec 2024)	\$14,728.00
80	Shinnyo-en	Shinnyo-en Portal - 2024 Maintenance & Support	\$16,800.00
81	Shinnyo-en	Shinnyo-en Portal - 2024 Hosting & Subscriptions	\$7,832.75
82	Shinnyo-en	Shinnyo-en Secured Sensitive Data - 2024 Hosting & Maintenance	\$12,174.02
83	Shinnyo-en	Shinnyo-en Virtual Server - 2024 Hosting & Maintenance	\$5,953.06
84	Shinnyo-en	Shinnyo-en Covid-19 Related - 2024 Resources Wistia, Google Sheets	\$1,852.76
85	Shinnyo-en	Shinnyo-en Annual Training - 2024 DMR Wistia Subscription	\$1,980.56
86	Shinnyo-en	Shinnyo-en Portal - IBM Cloud Excess Fees	\$94.99
87	Shinnyo-en	Shinnyo-en Prayer Request - IBM Cloud Excess Fees	\$47.50
89	Shinnyo-en	Shinnyo-en Virtual Server - IBM Cloud Excess Fees	\$23.75
100	Temus	Corporate Website Phases 1 & 2	\$24,661.85
101	Temus	Hubspot Implementation	\$17,240.00
102	Temus	Unscoped Items - Drawdown Funds	\$5,740.00
105	TUV SUD	Sustainability and Sanitation Services Integrated Campaign	\$12,833.50
106	TUV SUD	Sustainability and Sanitation Services Integrated Campaign	\$1,642.50
109	The Body Shop	TheBodyShop Website Maintenance 2024	\$4,000.00

Invoiced: \$46k
Not at risk: \$185k

Secured (ex. risk) \$218k

Mar-\$54k,
Q1 -\$81k

Tasks for Q1 to meet our \$800k target

#1 Invoice \$185k of the secured revenue

#2 Invoice an additional \$81k from within "At Risk" \$79k and/or the "Hot Pipe" \$155k

At risk: \$79k

Gautham	NUS LKYSPP - RRIC Webpage Development	\$4,636.00
Angru	Temus Corporate Website Phases 1 & 2	\$24,661.85
Angru	Temus Hubspot Implementation	\$17,240.00
Angru	Temus Unscoped Items - Drawdown Funds	\$5,740.00
Gautham	UCI - Campus Infrastructure Website Revamp	\$27,144.00
Denise	TUV SUD Sustainability and Sanitation	\$1,642.50

Hot: \$145k

Luis	Home Credit 2024 SEO Strategy	\$10,000.00
Angru	NUS Enterprise Website Revamp Proposal	\$43,524.00
Angru	NUS UCI Sustainability Microsite	\$6,288.00
Denise	Toll Phase 3 TOBT Awareness Campaign	\$25,000.00
Kunal	Zebra RFID Demand Gen Campaign	\$20,000.00
John	Prudential Retainer (Additional)	\$40,976.00

Revenue drop from 26th Feb to 4th Mar 2024

Snapshot as of 26th Feb

REVENUE OVERVIEW 2024

Quarterly	Q1 2024			Q2 2024			Q3 2024			Q4 2024			Target Annual
	\$800,000			\$850,000			\$850,000			\$900,000			
Monthly	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	\$3,400,000
Creative	\$97,046	\$99,289	\$134,203	\$84,153	\$69,853	\$124,153	\$59,947	\$74,247	\$99,947	\$66,404	\$52,104	\$52,104	\$1,013,452
Marketing	\$154,657	\$65,187	\$13,499	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$233,342
Media	\$14,990	\$15,876	\$8,143	\$5,063	\$3,060	\$3,060	\$3,060	\$3,060	\$3,060	\$3,060	\$3,060	\$0	\$65,491
Technology	\$24,120	\$60,770	\$93,267	\$0	\$0	\$16,800	\$9,048	\$0	\$16,800	\$0	\$0	\$50,800	\$271,605
													\$0
													\$0
Invoiced	\$290,813	\$39,758	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Not At Risk	\$0	\$123,088	\$239,840	\$51,116	\$72,913	\$144,013	\$72,055	\$77,307	\$119,807	\$69,464	\$55,164	\$102,904	
At Risk	\$0	\$39,138	\$4,636	\$19,050	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,583,890
TOTAL (excl. at risk)	\$290,813	\$201,984	\$244,476	\$70,166	\$72,913	\$144,013	\$72,055	\$77,307	\$119,807	\$69,464	\$55,164	\$102,904	
			\$776,411		\$310,778			\$269,170			\$227,532		
Surplus / Deficit			-\$23,589		-\$539,222			-\$580,830			-\$672,468		-\$1,816,110
	\$40,813	-\$48,016	-\$55,524	-\$179,834	-\$227,087	-\$155,987	-\$177,945	-\$222,693	-\$180,193	-\$230,536	-\$244,836	-\$197,096	
			97.05%		36.56%			31.67%			25.28%		

Projections 26th Feb (\$201k) to 4th Mar (\$195k) : **-\$42k**

IMDA AI Verify -\$30k, Temus -\$24.6k, IMDA SEO \$12.4k, NUS Med Social +\$3k,

Current Status on 4th Mar 2024

Snapshot as of 4th Mar

REVENUE OVERVIEW 2024

Quarterly	Q1 2024			Q2 2024			Q3 2024			Q4 2024			Target Annual
	\$800,000			\$850,000			\$850,000			\$900,000			
Monthly	\$250,000	\$250,000	\$300,000	\$250,000	\$300,000	\$300,000	\$250,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$3,400,000
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Consultancy	\$0	\$0	\$17,240	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$17,240
Creative	\$97,046	\$87,471	\$128,546	\$71,416	\$69,853	\$109,853	\$59,947	\$59,947	\$99,947	\$52,104	\$52,104	\$52,104	\$940,339
Marketing	\$154,657	\$76,775	\$20,699	\$2,950	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$255,081
Media	\$14,990	\$18,936	\$8,143	\$5,063	\$3,060	\$3,060	\$3,060	\$3,060	\$3,060	\$3,060	\$3,060	\$0	\$68,551
Technology	\$24,120	\$11,885	\$151,892	\$0	\$4,000	\$55,660	\$0	\$13,048	\$16,800	\$0	\$4,000	\$50,800	\$332,205
													\$0
Invoiced	\$290,813	\$126,792	\$46,759	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Not At Risk	\$0	\$68,275	\$146,252	\$41,329	\$76,913	\$168,573	\$63,007	\$76,055	\$119,807	\$55,164	\$59,164	\$102,904	
At Risk	\$0	\$0	\$66,754	\$19,050	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,613,416
TOTAL (excl. at risk)	\$290,813	\$195,067	\$259,765	\$60,379	\$76,913	\$168,573	\$63,007	\$76,055	\$119,807	\$55,164	\$59,164	\$102,904	
			\$745,645		\$391,669			\$258,870			\$217,232		
Surplus / Deficit			-\$54,355		-\$458,331			-\$591,130			-\$682,768		-\$1,786,584
	\$40,813	-\$54,933	-\$40,235	-\$189,621	-\$223,087	-\$131,427	-\$186,993	-\$223,945	-\$180,193	-\$244,836	-\$240,836	-\$197,096	
	93.21%			46.08%			30.46%			24.14%			

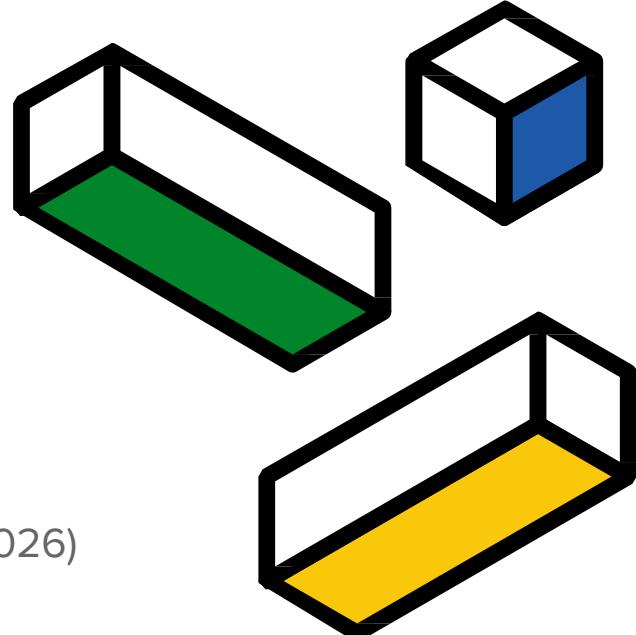
Projections 26th Feb (\$201k) to 4th Mar : **-\$63k**

Tagetik -\$3k, IMDA AI Verify -\$30k, NUS Med Social +\$3k, Temus -\$24.6k,

A quick review of the past year

How did our 2023 client strategy perform?

- ★ Achieved strong senior-level client relationships
 - NUS SCALE, IMDA, Prudential, J.P.Morgan,
- ★ Won NUS Creative & Media Services Tender (2024-2026)
- ★ Rejuvenated & restored the IMDA relationship
- ★ Received an advance of *half-a-mil* from Prudential
- ★ Empanelled as a vendor for Mediacorp



Key Metrics - Over Past 5 Years

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Avg. Cust. Value	\$54,139.25	\$54,018.54	\$54,797.08	\$80,097.70	\$129,575.55

Key Metrics - Over Past 5 Years

In 2022, our **average customer value increased by $\frac{1}{2}$**
and **average project value by $\frac{1}{3}$ YoY**

	2019	2020	2021	2022
No. of Accs.	42	56	51	40
No. of Projs.	223	325	243	208
Total Revenue	\$2,273,848.32	\$3,025,038.30	\$2,739,854.15	\$3,123,810.48
Avg. Proj. Size.	\$10,196.63	\$9,307.81	\$11,275.12	\$15,018.32
Avg. Purc. Freq.	5.31	5.80	4.76	5.20
Avg. Cust. Value	\$54,139.25	\$54,018.54	\$53,722.63	\$78,095.26

Total no. of accounts reduced by 21% and no. of projects by 15%

Average project size increased by 36%

Average customer value increased by 47%

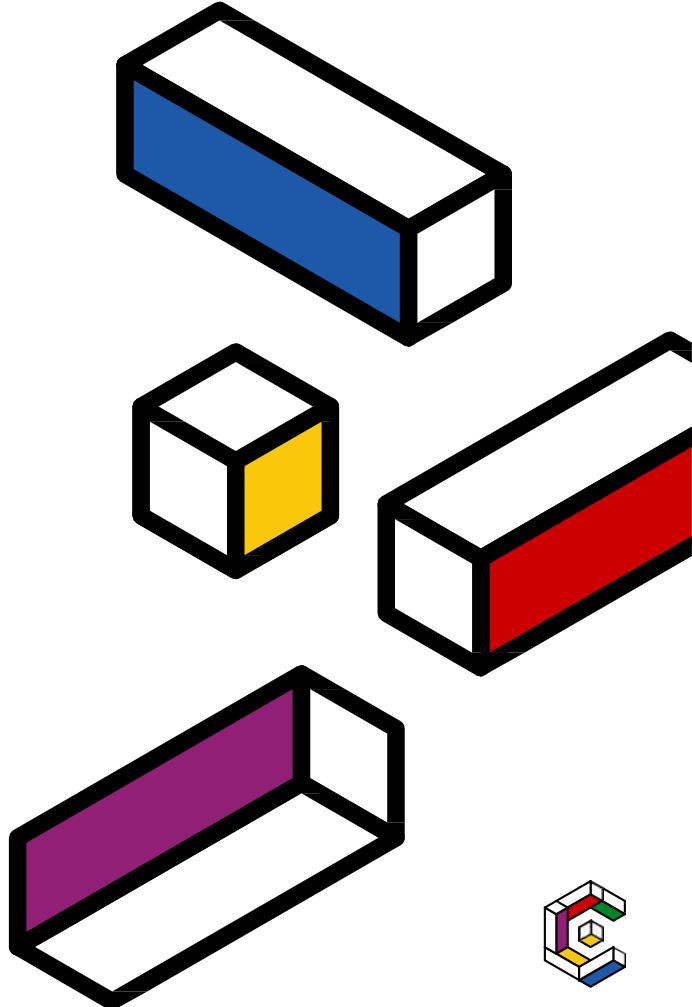


In 2024, we are doubling down on our strong, senior-level client relationships to secure revenue and retain the business



\$3,200,000

2024 revenue target



\$3,200,000

2024 revenue target

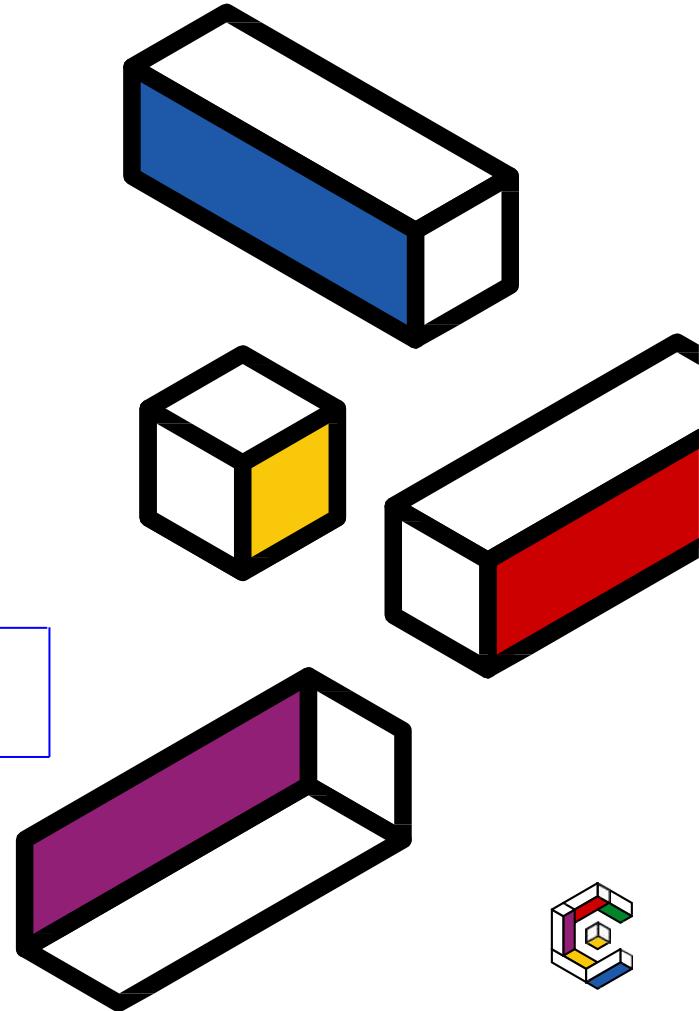
As on: 24 Jan 2024

Secured

~\$1.1M (35%)

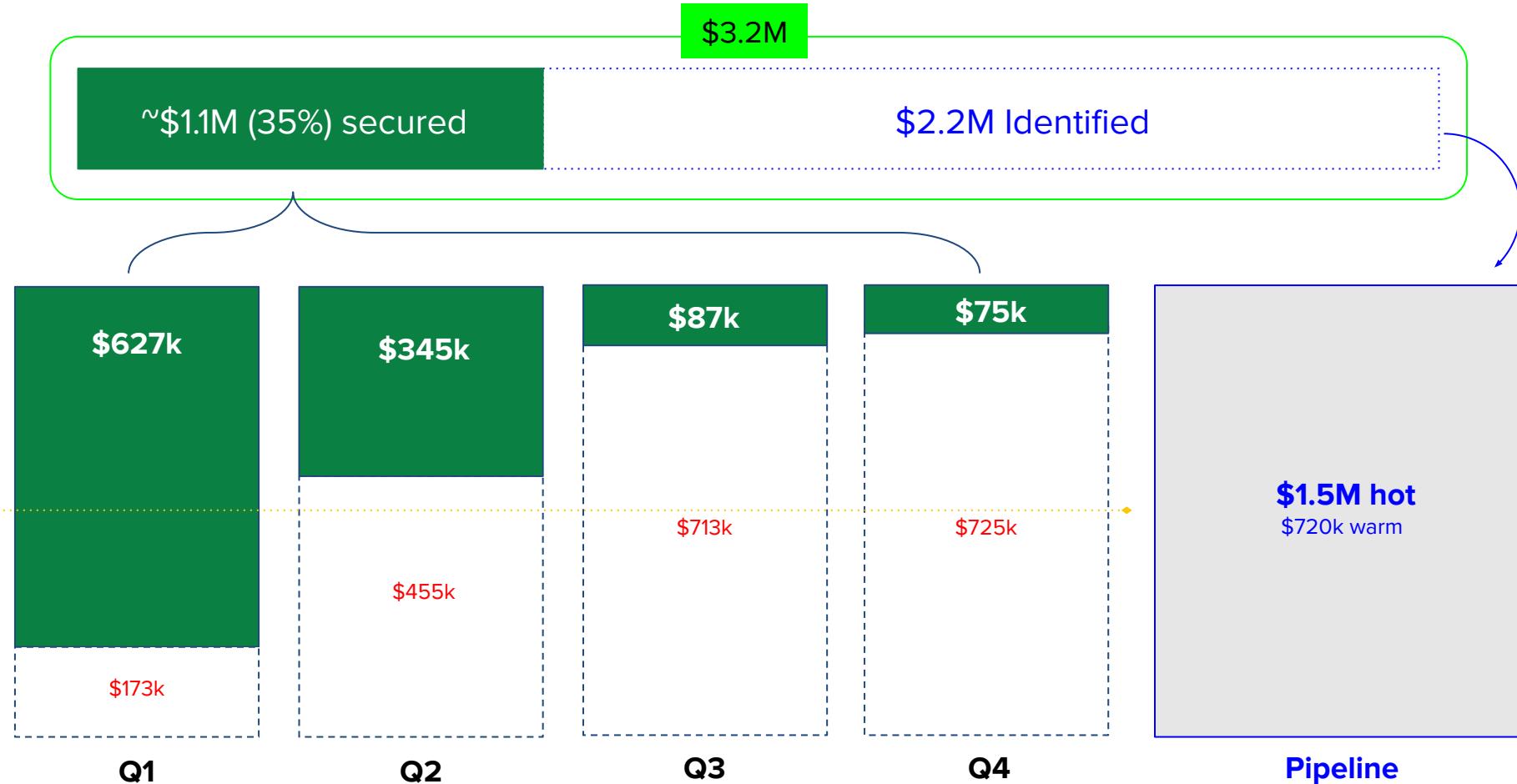
Identified

\$2.2M

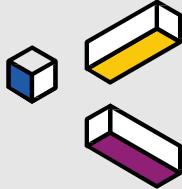


Secured vs. Identified Revenue - Quarterly Breakdown

As on: 24 Jan 2024



Revenue Focus for 2024 - The Road to \$3.2M



Secured: \$1.1M

Identified opportunities **\$2.2M** : **\$1.5M** from existing and **\$700k** from new business

EXISTING



J.P.Morgan

Shinmyo



Temus.



NEW



**HOME
CREDIT**

Opportunity:
\$1.5M

Opportunity:
\$700k



Client Strategy 2024

\$3M

SECURE
& RETAIN



J.P.Morgan

\$1M

CONVERT
& GROW



?



Sr. Client Partners
Accountabilities

REVENUE
& CLIENT
LEADERSHIP

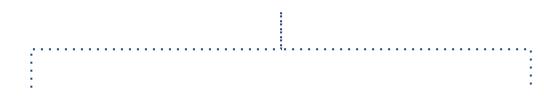


Client Strategy 2024

\$3M

Key Accounts

Delivering \$1M in agency fees from each pillar



\$1M



Retain NUS



Won the NUS Creative & Media Services Pitch

\$1M



Retain IMDA



Secure & invoice \$1M from IMDA in 2024

\$1M



Grow Prudential & J.P.Morgan



J.P.Morgan

Grow Prudential to \$800k, J.P.Morgan to \$500k

\$1M

High Growth Accounts

Deliver \$1M from this group, groom and grow 1 account into a pillar for 2025



Sr. Client Partners

Accountabilities



Revenue Ownership & Accountability



Sr. Level F2F Client Engagement



Delivery Quality, Client Satisfaction & Retention

Client Strategy - Pillar Accounts



1

Continued value extraction from NUS from within Creative, Media & Web Dev

Existing Client Engagements

\$375k

School of Continuing Education & Lifelong Learning
Yong Loo Lin School of Medicine
Lee Kuan Yew School of Public Policy
Duke-NUS Medical School
University Campus Infrastructure
Business School - MPO, EE
DVO - Giving

\$750k

New Business Opportunities

Faculty of Dentistry
NUS Enterprise
NUS IT Website, BitBit, Quiz Game
National Cohorts Office
NUS Sustainability
NUHS DLP

2

Developing more strategic engagements with existing and new clients



1

Retain and grow the IMDA business

Secure SEO Retainer Scope

\$840k

Technical Fixes
Backlinks
Content Development
anything else???

\$750k

New Business Opportunities

UX Fixes
Content Development
New projects????

2

Unlock new opportunities from within IMDA...



Convert ad-hoc projects engagement into a retainer model

Existing Client Engagements

- EDM campaigns for;
- Emerging Mass Segments Teams-
- Affluent & HNW Segments Teams

Value Add Proposition Opportunities

- Monthly testing & optimisation
- Quarterly reviews
- Continuous client partnership support



asd...

Sr. Client Leadership and Engagement

Optimising Client Engagement: SOP Overview

Client Engagement Cadence

Weekly: Check-ins, follow ups, project updates, things of value

Monthly: In-person, project progress, strategy alignment, and feedback.

Quarterly: Review and discuss achievements, challenges, planning for the next quarter

Template Repository

[Gdrive Link](#)

Briefs, Proposals, QBRs, Project Completion Report, etc.

Things of Value Repository

Curated insights and updates for client enrichment.

Revenue + Delivery Accountability

Weekly: Ensure updates on [ARF Pipeline](#), [Project Tracker](#),

Monthly: Revenue & pipe reconciliation,

Quarterly: Client Strategy review & update,

Ongoing: Product & Service Quality, Timeline,

Q3 Client Strategy - Overview

BRAND	TARGET vs SECURED	2024 PRIORITIES	Q1 ACTION PLAN	STATUS
 Yong Loo Lin School of Medicine	\$300K / \$55k	<ul style="list-style-type: none"> • Data Harmonisation (Salesforce MCI) • Ensure Q3 campaign 	<ul style="list-style-type: none"> • Hold QBR • Request briefing session 	<ul style="list-style-type: none"> • Pending template + data pop • Pending Wedad/Douglas revert
 DukeNUS Medical School	\$250K / \$176k	<ul style="list-style-type: none"> • Deliver stagnant projects • Strengthen relationship • Push for Website P2 	<ul style="list-style-type: none"> • Hold QBR • Get website revamp back online 	<ul style="list-style-type: none"> • Pending template + data pop • Pending design approval
 Lee Kuan Yew School of Public Policy	\$100K / \$60k	<ul style="list-style-type: none"> • Strengthen relationship • Secure 4x programme campaigns • Deliver website maintenance 	<ul style="list-style-type: none"> • Prep costing for 4x campaigns • Make website maintenance a well-oiled machine 	<ul style="list-style-type: none"> • Pending brief from LKYSPP • Launch of website maintenance
	\$300K / \$262k	<ul style="list-style-type: none"> • Establish trust • Become indispensable 	<ul style="list-style-type: none"> • QBR doesn't apply yet, scheduling a sharing session • Mine for new opportunities 	<ul style="list-style-type: none"> • Pending template + data pop • Follow up on leads
	\$100K / \$64k	<ul style="list-style-type: none"> • Broaden exposure to OSA beyond Housing Dept 	<ul style="list-style-type: none"> • Meet with Bell, ask for referral 	<ul style="list-style-type: none"> • Chasing



Client Strategy Snapshot - 2024

Our goal with Singtel

- X

Measurables

Revenue

- \$x target
- \$x secured
- \$x pipeline

Parked Funds Balance & Details

- X

Risks

- X

Game Plan for 2023

Theme = **Inspiring Trust and Showcasing Excellence**

- X

Detailed Action Plan for Q1

- X

Considerations

- X

Client Love & Appreciation

- X

*Lacking clarity on the context of this at the moment

Client Strategy Snapshot - 2024

Our goal with IMDA

- Secure 800k for Fy24
- Establish a Strong relationship with new DD
- Continue growing relationship with Char
- Extract revenue from Media side
- Deliver \$675k in revenue in 2024
- Expand across IMDA thru Char's recommendations.

Measurables

Revenue

- \$x target
- \$x secured
- \$x pipeline

Risks

- The new DD - Unknown entity
- Ability to deliver Marketing Program in SF (Get Minh cert In Email Dev)

Game Plan for 2024

Theme = **Inspiring Trust and Showcasing Excellence**

- Detailed Action Plan for Q1
 - Secure FY2024 retainer
 - Get Minh and Luis SF certified
 -

Considerations

-

Client Love & Appreciation

-

*Lacking clarity on the context of this at the moment

2024 Client Strategy - IMDA Groups

BRAND	TARGET vs SECURED	2023 PRIORITIES	Q2 ACTION PLAN	STATUS
	\$200K / \$55k	<ul style="list-style-type: none"> • Data Harmonisation (Salesforce MCI) • Ensure Q3 campaign 	<ul style="list-style-type: none"> • Hold QBR • Request briefing session 	<ul style="list-style-type: none"> • Pending template + data pop • Pending Wedad/Douglas revert
	\$250K / \$176k	<ul style="list-style-type: none"> • Deliver stagnant projects • Strengthen relationship • Push for Website P2 	<ul style="list-style-type: none"> • Hold QBR • Get website revamp back online 	<ul style="list-style-type: none"> • Pending template + data pop • Pending design approval
	\$100K / \$60k	<ul style="list-style-type: none"> • Strengthen relationship • Secure 4x programme campaigns • Deliver website maintenance 	<ul style="list-style-type: none"> • Prep costing for 4x campaigns • Make website maintenance a well-oiled machine 	<ul style="list-style-type: none"> • Pending brief from LKYSPP • Launch of website maintenance
	\$300K / \$262k	<ul style="list-style-type: none"> • Establish trust • Become indispensable 	<ul style="list-style-type: none"> • QBR doesn't apply yet, scheduling a sharing session • Mine for new opportunities 	<ul style="list-style-type: none"> • Pending template + data pop • Follow up on leads
	\$100K / \$64k	<ul style="list-style-type: none"> • Broaden exposure to OSA beyond Housing Dept 	<ul style="list-style-type: none"> • Meet with Bell, ask for referral 	<ul style="list-style-type: none"> • Chasing



Client Strategy Snapshot - 2024

Our goal with Prudential

- x

Measurables

Revenue

- \$800k target
- \$490k secured
- \$x pipeline

Parked Funds Balance & Details

- x

Risks

- Client can be a bit haphazard in their decision making - Particularly **Trina and Daniel**
- Budget restraints with certain types of campaigns

Game Plan for 2024

Theme = **Inspiring Trust and Showcasing Excellence**

- x

Detailed Action Plan for Q1

- x

Considerations

- Need to continue to deliver on client commitments and to grow confidence in our capabilities to take on more projects and to also justify our service offerings

Client Love & Appreciation

- New briefs continue to come in and were signed off relatively quickly

*Lacking clarity on the context of this at the moment

Client Strategy Snapshot - 2024

Action Plan

- VCCP - Email to Katya
- Toll - Drink with Kaz
- Mandai - Set up a Sesami notification
 - Spotted the TBWA award - Ask about any B2B tenders coming up for Mandai. We submitted one for last year but didn't get awarded due to staff changes internally.
-

Our goal with

- X

Risks

- X

Considerations

- X

Client Love & Appreciation

- X

*Lacking clarity on the context of this at the moment



Client Strategy Snapshot - 2024

Our goal with Mediacorp

- X

Measurables

Revenue

- \$x target
- \$x secured
- \$x pipeline

Parked Funds Balance & Details

- X

Risks

- X

Game Plan for 2023

Theme = **Inspiring Trust and Showcasing Excellence**

- X

Detailed Action Plan for Q1

- X

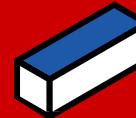
Considerations

- X

Client Love & Appreciation

- X

*Lacking clarity on the context of this at the moment



2024 Client Strategy

- High-level overview of all key accounts
- Client strategy snapshots and action plans



2024 Client Strategy - Overview

BRAND	TARGET vs SECURED	2024 PRIORITIES	ACTION PLAN	STATUS
 NUS National University of Singapore	\$1M / \$xxxk	<ul style="list-style-type: none">• x	<ul style="list-style-type: none">• Roadshow• QBRs - Medicine Social	<ul style="list-style-type: none">• x
 INFOCOMM MEDIA DEVELOPMENT AUTHORITY	\$1M / \$xxxx	<ul style="list-style-type: none">• SEO• Website• Email Marketing	<ul style="list-style-type: none">• Ongoing maintenance scope renewal• New scope/ responsibilities	<ul style="list-style-type: none">• WIP FY'23 scope discussion
 PRUDENTIAL	\$800K / \$490k	<ul style="list-style-type: none">• EMS & Thematic Campaign• Email Marketing	<ul style="list-style-type: none">• Pushing EMS and Thematic to go live• New Projects	<ul style="list-style-type: none">• EMS & Thematic on track• Signed multiple new projects
J.P.Morgan	\$500K / \$xxx	<ul style="list-style-type: none">• KPI Achieved for Programme• Conversations to apply this for other CXOs	<ul style="list-style-type: none">• Kick start Video production	<ul style="list-style-type: none">• Pending CEO's (Anna) final approval of Video series proposed
OTHERS	\$500K / \$xxx	<ul style="list-style-type: none">• Consumer cards marketing	<ul style="list-style-type: none">• Alignment on AMEX FY'23 plans	<ul style="list-style-type: none">• Pending meeting date to be scheduled with key client



Faculty of Dentistry



School of Continuing
and Lifelong Education



School of Continuing
and Lifelong Education



Yong Loo Lin
School of Medicine



University Campus Infrastructure

We bring an integrated marketing approach to the entire NUS spectrum of schools

Digital Marketing
& Admissions Campaigns

Digital
Analytics



Websites

Marketing
Automation



UCLA



Office of
Admissions



Office of
Alumni Relations



Development
Office



School of Continuing
and Lifelong Education



Yong Loo Lin
School of Medicine



Office of
Student Affairs



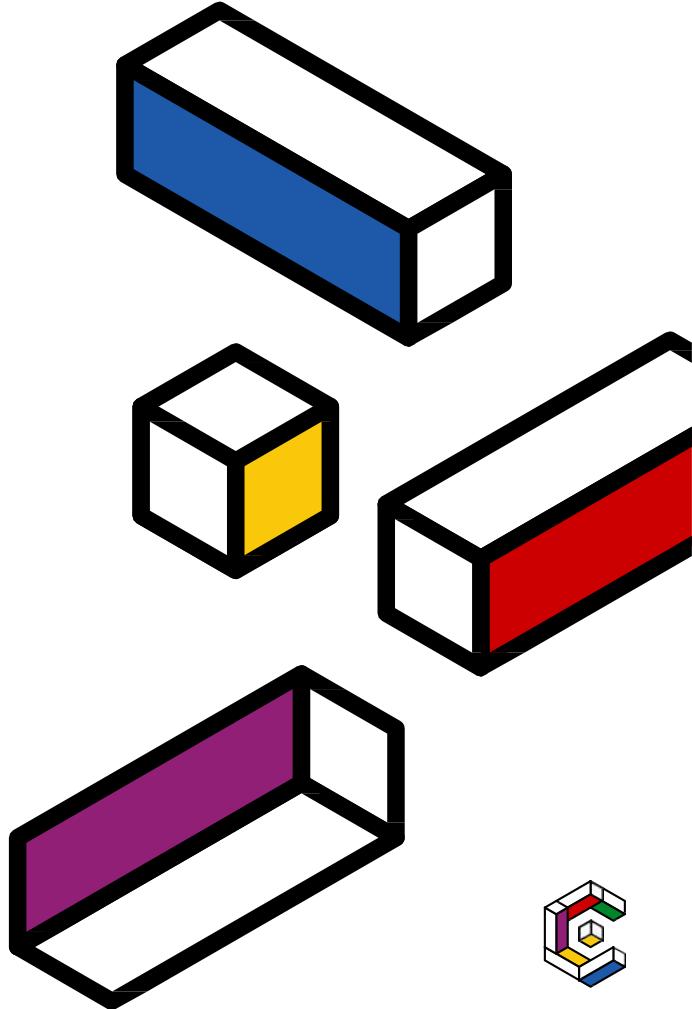
Department of Pharmacy
Faculty of Science



University Campus Infrastructure

Appendix

Slide Dump



Key Metrics - Over Past 5 Years

Avg cust value +70%, Avg proj value by +35%

No. of Accs. -33%, No. of Proj. -23%

Year	2019	2020	2021	2022	2023
No. of Accs.	42	56	50	39	26
No. of Projs.	223	325	243	208	154
Total Revenue	\$2,273,848.32	\$3,025,038.30	\$2,739,854.15	\$3,123,810.48	\$3,324,535.08
Avg. Proj. Size.	\$10,196.63	\$9,307.81	\$11,275.12	\$15,018.32	\$21,587.89
Avg. Purc. Freq.	5.31	5.80	4.86	5.33	5.92
Avg. Cust. Value	\$54,139.25	\$54,018.54	\$54,797.08	\$80,097.70	\$127,866.73

2023 Revenue Contributors

New vs Existing Accounts

<i>New / Existing</i>	Target	Achieved	% Target Met	% Split
Existing	\$4,320,000	\$2,224,461	51.49%	66.81%
New	\$2,900,000	\$1,105,084	38.11%	33.19%
Grand Total	\$7,220,000	\$3,329,545	46.12%	100.00%

<i>New / Existing</i>	SUM of Q1	SUM of Q2	SUM of Q3	SUM of Q4	2023 Revenue
Existing	\$512,391	\$463,232	\$763,763	\$485,076	\$2,224,461
New	\$456,679	\$163,181	\$274,423	\$210,801	\$1,105,084
Grand Total	\$969,070	\$626,413	\$1,038,185	\$695,877	\$3,329,545
	52.87%	73.95%	73.57%	69.71%	66.81%
	47.13%	26.05%	26.43%	30.29%	33.19%

* New are accounts that didn't exist on our books in 2022

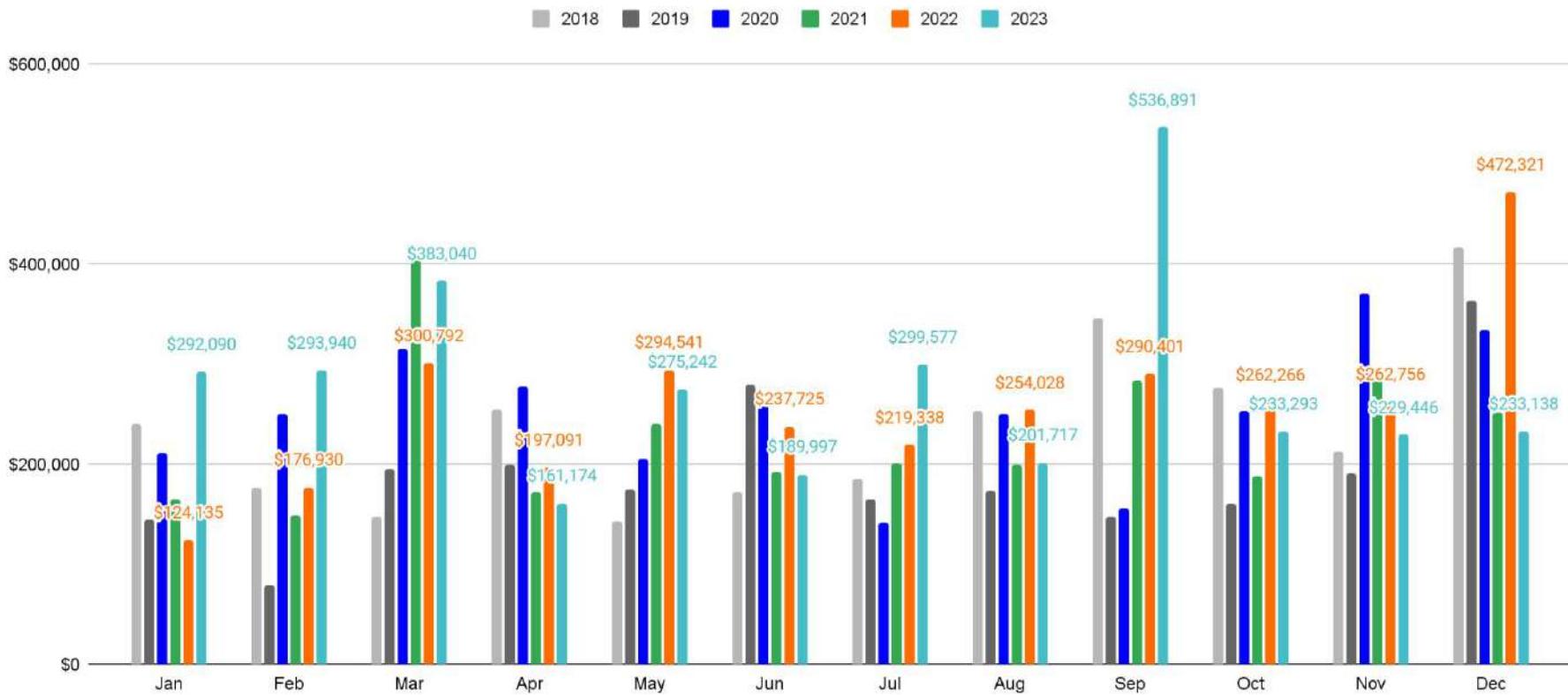
Top 10 Accounts

Avg cust value +70%, Avg proj value by +35%

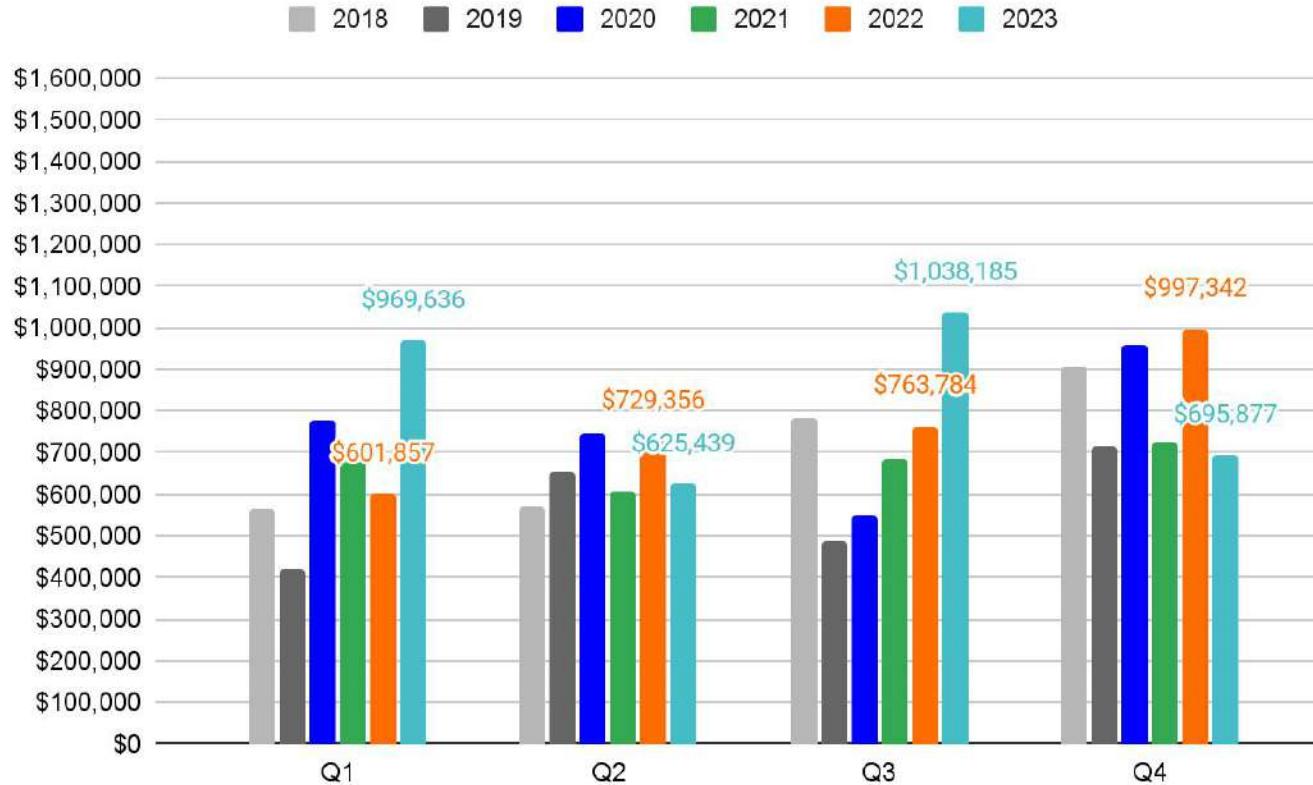
Account	AM / PM	New / Existing	2020	2021	2022	2023
National University of Singapore	Marc	Existing	\$307,970	\$421,437	\$974,843	\$1,137,005
IMDA	Elleen	New	\$0	\$0	\$0	\$836,966
Prudential	Marc	Existing	\$0	\$0	\$242,000	\$331,908
Singtel	Angru	Existing	\$0	\$0	\$18,720	\$173,320
JP Morgan	Denise	New	\$0	\$0	\$0	\$148,770
Shinnyo-en	Edison	Existing	\$657,172	\$332,813	\$163,788	\$113,292
TUV SUD	Denise	Existing	\$26,220	\$0	\$0	\$99,028
Xero	Elleen	Existing	\$0	\$0	\$0	\$85,582
ITMA	Kha	Existing	\$58,800	\$59,400	\$195,631	\$76,661
SGNIC	Charan	Existing	\$25,644	\$66,465	\$82,955	\$61,701
Temus	Angru	New	\$0	\$0	\$0	\$52,491
			\$1.07M	\$880k	\$1.67M	\$3.27M

71%

Monthly Run Rate (2018-2023)



Quarterly Run Rate (2018-2023)



Won vs Loss in 2023

2023 Won vs Lost	Revenue (SGD)	No. of Projects	Avg. Project Size (SGD)	No. of Clients	Avg, Customer Value (SGD)
Existing Won	\$2,224,460.77	133	\$16,725.27	20	\$111,223.04
New Won	\$1,105,084.35	15	\$73,672.29	6	\$184,180.73
Total Won	\$3,329,545.12	148	\$22,496.93	26	\$128,059.43
Existing Lost	\$3,253,455.12	71	\$45,823.31	11	\$295,768.65
New Lost	\$2,907,203.40	27	\$107,674.20	24	\$121,133.48
Total Lost	\$6,160,658.52	98	\$62,863.86	35	\$176,018.81
Grand Total	\$9,625,283.64	273	\$35,257.45	60	\$160,421.39
Win Rate	34.59%	54.21%			

Top Losses in 2023

Account	2023 Revenue	Lost	Total Pitched (Won + Lost)
National University of Singapore	\$1,098,790	\$2,201,299.00	\$3,300,089.35
Tactics Group	\$24,190	\$595,950.00	\$620,139.76
Prudential	\$549,308	\$315,000.00	\$864,308.00
IMDA	\$867,799	\$253,629.40	\$1,121,428.16
SAP	\$2,000	\$250,000.00	\$252,000.00
Eton Solutions	\$29,911	\$200,000.00	\$229,911.00
Rosetta.ai	\$0	\$199,942.12	\$199,942.12
HPB	\$0	\$138,000.00	\$138,000.00
Commscope	\$0	\$102,672.00	\$102,672.00
Mandai	\$0	\$100,000.00	\$100,000.00
Minstant	\$0	\$100,000.00	\$100,000.00
SGX	\$0	\$100,000.00	\$100,000.00
ISEAS Yusof Ishak Institute	\$0	\$65,580.00	\$65,580.00
IMD Business School	\$0	\$60,000.00	\$60,000.00
Orange	\$0	\$50,000.00	\$50,000.00
ITMA	\$76,661	\$42,047.00	\$118,708.34
Amex	\$9,900	\$40,000.00	\$49,900.00
National Research Foundation	\$0	\$40,000.00	\$40,000.00

2024 Key Account & Revenue Projections

Accounts	Owner		\$486,499	\$120,411	\$94,548	\$71,230	\$992,688	\$653,524.00
	Client Lead A	Client Lead B	Secured (Q1)	Secured (Q2)	Secured (Q3)	Secured (Q4)	Secured (2024)	Forecast (Only Hot)
IMDA	Charan	Elleen	\$231,471	\$0	\$0	\$0	\$231,471	\$0.00
National University of Singapore	Kunal	Sam	\$200,976	\$120,411	\$94,548	\$71,230	\$487,166	\$59,240.00
Temus	Angru	Kunal	\$18,747	\$0	\$0	\$0	\$18,747	\$25,000.00
SGNIC	Charan		\$14,728	\$0	\$0	\$0	\$14,728	\$44,184.00
ITMA	Charan	Kha	\$6,100	\$0	\$0	\$0	\$6,100	\$0.00
Prudential	Sam	John	\$0	\$0	\$0	\$0	\$220,000	\$240,000.00
Mediacorp	John	Elleen	\$0	\$0	\$0	\$0	\$0	\$0.00
Singtel	John	Sam	\$0	\$0	\$0	\$0	\$0	\$159,240.00
JP Morgan	Sam	Denise	\$0	\$0	\$0	\$0	\$0	\$0.00
Shinnyo-en	Edison	Angru	\$0	\$0	\$0	\$0	\$0	\$67,200.00
Toll Group	Kunal	Denise	\$0	\$0	\$0	\$0	\$0	\$25,000.00
Zebra	Kunal	Luis	\$0	\$0	\$0	\$0	\$0	\$0.00
Tactics Group	Luis	Denise	\$0	\$0	\$0	\$0	\$0	\$0.00
TUV SUD	John	Denise	\$14,476	\$0	\$0	\$0	\$14,476	\$0.00
ST Engineering	Kunal	Sam	\$0	\$0	\$0	\$0	\$0	\$0.00
Amex	John	Elleen	\$0	\$0	\$0	\$0	\$0	\$0.00

Client Strategy for 2024

\$3M

Four Pillar Accounts

Delivering \$1M-\$500k in agency fees, **each**



Retain NUS



Retain IMDA



Find the 3rd Pillar

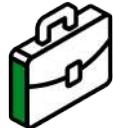


Win the NUS Creative & Media Services Pitch

Turn Prudential into a \$1M+ account



Find our 3rd \$1M+ pillar account



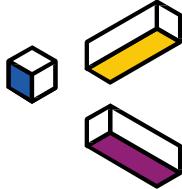
Delivering Value

Become a value driver to our clients

Quarterly Check-ins, Half yearly Sit-downs, Project Completion Reports, etc.

Activating the Client Partnership Operating Model

- Onboarding
- Customer Success
- Driving Growth & Profitability



Client Partnership Team 2.0

Developing the team into Transformation Consultants that are able to deliver on our promise of transformation to our clients



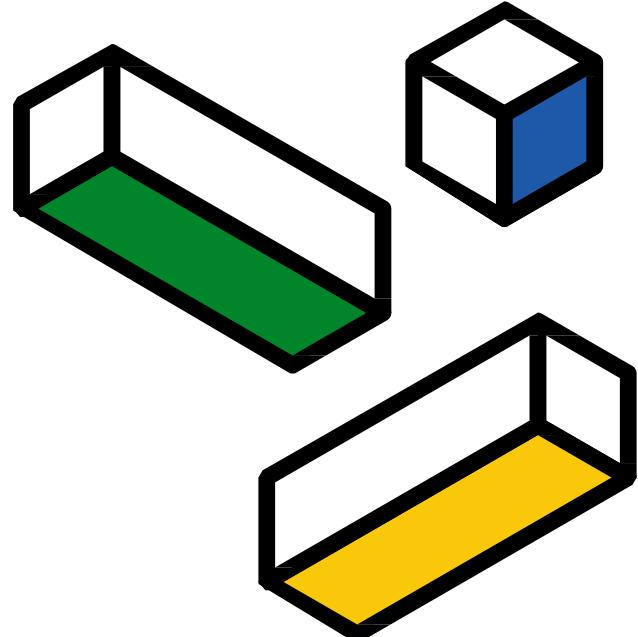
Profitable Growth

Driving profitable growth through our key client partnerships



Client Strategies

Account-specific snapshots and action
plans for key accounts



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Growth in project revenue and # of accounts
- Project profitability

Measurables

Revenue

- \$1.2m target
- Secured \$850.7k (as of end-Q1)
- \$55.8k pipeline

Profitable Growth Target

- \$1.5m stretch target

Risks

- Expiry of the creative services catalogue in Dec 2023

Game Plan for 2023 (see slides 17-18 in the [NUS 2023 Account Plan](#))

Theme = **Quality Expansion**

- Push out website maintenance services & catalogue to existing NUS departments
- Nurture key school/department client relationships (MPO, Duke-NUS, NUS Medicine, LKYSPP, EE) by setting regular business reviews for opportunity spotting
- Execute a proper customer engagement plan
- Ensure project delivery in this calendar year on stalled projects (ex. - Duke-NUS website revamp)
- Win 2x more teams/schools/departments in 2023

Detailed Action Plan for Q3

- Secure NUS roadshow to showcase creative + website services
 - Individual road shows with specific depts while we schedule the intra dept one
- Hold QBRs for key schools (**Duke-NUS, MPO, with NUS Medicine in Q3**)
- Win more 6-figure projects than 5-figure projects

Considerations

- Ensure project costing is in line with our profit margin targets
- Don't take on every NUS project under the sun

Gross National Happiness

- Client praise (via email)
- Industry Awards
- Referrals by NUS contacts

Q3 Client Strategy - Overview

BRAND	TARGET vs SECURED	2023 PRIORITIES	Q2 ACTION PLAN	STATUS
 	\$200K / \$55k	<ul style="list-style-type: none"> • Data Harmonisation (Salesforce MCI) • Ensure Q3 campaign 	<ul style="list-style-type: none"> • Hold QBR • Request briefing session 	<ul style="list-style-type: none"> • Pending template + data pop • Pending Wedad/Douglas revert
 	\$250K / \$176k	<ul style="list-style-type: none"> • Deliver stagnant projects • Strengthen relationship • Push for Website P2 	<ul style="list-style-type: none"> • Hold QBR • Get website revamp back online 	<ul style="list-style-type: none"> • Pending template + data pop • Pending design approval
 	\$100K / \$60k	<ul style="list-style-type: none"> • Strengthen relationship • Secure 4x programme campaigns • Deliver website maintenance 	<ul style="list-style-type: none"> • Prep costing for 4x campaigns • Make website maintenance a well-oiled machine 	<ul style="list-style-type: none"> • Pending brief from LKYSPP • Launch of website maintenance
 	\$300K / \$262k	<ul style="list-style-type: none"> • Establish trust • Become indispensable 	<ul style="list-style-type: none"> • QBR doesn't apply yet, scheduling a sharing session • Mine for new opportunities 	<ul style="list-style-type: none"> • Pending template + data pop • Follow up on leads
 	\$100K / \$64k	<ul style="list-style-type: none"> • Broaden exposure to OSA beyond Housing Dept 	<ul style="list-style-type: none"> • Meet with Bell, ask for referral 	<ul style="list-style-type: none"> • Chasing

Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Gain trust and confidence for continued partnership
- Growth in overall account revenue and increase of projects within organisation

Measurables

Game Plan for 2023

Theme = **Establish strong foundation, cement positions.**

- Implement processes and goals, align them internally and externally to 'automate' and run FY'23 scope seamlessly.
- Retain trust in our marketing capabilities and be seen as the go-to agency for all marketing matters.
- Demonstrate Construct's creative/content capabilities and inspire confidence for more creative/content project opportunities in the future.

ARCHIVE

Profitable Growth Target

- \$1.5m stretch target

Risks

- Client being too critical and quick to judge
- Unexpected delay in scheduled delivery due to internal resource crunch.

streams.

- Follow up with DFL team and finalise marketing scope of work to be undertaken by Construct.

Considerations

- Ensure clear communication and consistent check-ins on client's opinions.
- Forecast and ensure sufficient internal support/resource.

Gross National Happiness

- Client praise (via email)
- Industry Awards
- Referrals by IMDA lead client

Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Regain trust, foster positive relationships with CMD team.
- Build reputation within IMDA and be seen as dependable, experts in tech and digital subjects.

Measurables

Revenue

- \$1.2m target
- Secured \$550k (as of end-Q2)
- \$490k in pipeline

Profitable Growth Target

- \$1.5m stretch target

Risks

- Client being sensitive and emotional, affects judgement on situation/work.
- Delay in billing.

Game Plan for 2023 H2

Theme = **The Chase**

- Actively engage with respective team members, more face/call time.
- Be in the know and be part of the conversation – within our outside of IMDA team's remit.
- Retain trust in our marketing capabilities and be seen as the go-to agency for all marketing matters
- Showcase empathy

Detailed Action Plan for Q3

- xxxx

Considerations

- xxx

Gross National Happiness

- Client praise (via email)
- Referrals by IMDA lead client



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Launch of regular Video Series
- Achieving KPI for Anna's LinkedIn

Measurables

Revenue

- \$400k Target vs \$197.8k secured (as of Q1)

Profitable Growth Target

- \$600k stretch target

Risks

- Difficulty in getting ideas off the ground with Singtel's hierarchy

Game Plan for 2023

Theme = **Data-proven Results**

- Deliver sought after results (assets and KPI) within Singtel Executives
- Display Construct's strategy, creative and production capabilities
- Gain insight and a way into other business units within Singtel

Detailed Action Plan for Q3

- Expand current scope beyond Anna to other C-level executives

Considerations

- Different CXOs have different comfort levels, there is no one size fits all solution that we can white label, effort put in each time is considerable

Gross National Happiness

- Achieving KPIs set out for Anna
- Referrals, Queries from other Singtel CXOs



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Build trust and confidence
- Grow from a 'newbie' to a long-term account

Measurables

Revenue

- \$375k target
- \$123k secured
- \$190k pipeline

Current remaining project budget

- \$12,103 top up required upon completion of Phase 1

Risks

- Client can be a bit haphazard in their decision making - Particularly **Trina and Daniel**
- Budget restraints with certain types of campaigns

Game Plan for 2023

Theme = **Inspiring Trust and Showcasing Excellence**

- Deliver excellence across various projects to instill further confidence in our partnership with Prudential by showcasing our creative capabilities across projects and ensuring on-time delivery on all tasks (new projects and PruWealth)
- Ensuring that KPIs are met on the client's side with our efforts, further building a sense of trust in our creative capabilities
- Potentially leverage the PruWealth App Launch Campaign to further highlight our full capabilities (i.e. media) to the parent company
- Keeping an eye out for the ESG Campaign raised by Belinda*

Detailed Action Plan for Q3

- Ensure smooth delivery of Q1 thematic campaign, phase 1 of EMS, and all new projects
- Securing the PruWealth App Launch Campaign
- Connecting with Eugenia and building greater trust and opening avenues how we might be able to come in and assist even further; Also to build tighter relationship with the HNW/Opus team as I didn't have much involvement in the Cross Sell Campaign

Considerations

- Need to continue to deliver on client commitments and to grow confidence in our capabilities to take on more projects and to also justify our service offerings

Gross National Happiness

- New briefs continue to come in and were signed off relatively quickly

*Lacking clarity on the context of this at the moment



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- To foster new working relationships with the new clients who manages all multicard initiatives.
- To gain recognition for our area of expertise across all AMEX teams.

Measurables

Revenue

- \$250k target
- \$4.6k secured
- \$0 pipeline

Risks

- Barrier to entry: Lack of opportunity to set up initial meetings and demonstrate our capabilities

Game Plan for 2023

Theme = **Starting afresh, gaining momentum**

- Build relationship with Tiffany and Crystaline and gain their confidence in Construct's creative, tech and marketing capabilities.
- Have Tiffany and Crystaline be the bridge to connect Construct with other AMEX teams (Loyalty, GMS marketing, Engagement and Brand team).

Detailed Action Plan for Q3

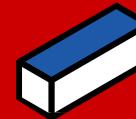
- Set up credentials presentation with Tiffany and Crystaline.
 - Alex Chia - Loyalty
 - Judy Ong - GMS marketing
 - Jiehan Liu - Engagement
 - Audrey Goh - Brand team
- Understand 2023 plans and focus area for Tiffany and Crystaline, and get visibility on projects to utilise balance pre-bill budget.

Considerations

- Extra time required to build relationship with new team and expand our network within the organisation.
- Gaining access to the team's business/marketing plan or information to identify revenue opportunities.

Gross National Happiness

- New briefs/opportunities



Q2 Client Strategy

- High-level overview of all key accounts
- Client strategy snapshots and action plans



Q2 Client Strategy - Overview

BRAND	TARGET vs SECURED	2023 PRIORITIES	Q2 ACTION PLAN	STATUS
 NUS National University of Singapore	\$1.2m / \$905.7k	<ul style="list-style-type: none">• Data Harmonisation (Salesforce MCI)• Website maintenance projects	<ul style="list-style-type: none">• Roadshow• QBRs - MPO, Duke, Medicine Social	<ul style="list-style-type: none">• Chasing• Pending templates + data pop
	\$1.3m / \$426.7k	<ul style="list-style-type: none">• SEO• Website• Email Marketing	<ul style="list-style-type: none">• Ongoing maintenance scope renewal• New scope/ responsibilities	<ul style="list-style-type: none">• WIP FY'23 scope discussion
	\$375K / \$123k	<ul style="list-style-type: none">• EMS & Thematic Campaign• Email Marketing	<ul style="list-style-type: none">• Pushing EMS and Thematic to go live• New Projects	<ul style="list-style-type: none">• EMS & Thematic on track• Signed multiple new projects
	\$400K / \$197.8	<ul style="list-style-type: none">• KPI Achieved for Programme• Conversations to apply this for other CXOs	<ul style="list-style-type: none">• Kick start Video production	<ul style="list-style-type: none">• Pending CEO's (Anna) final approval of Video series proposed
	\$250K / \$4.6k	<ul style="list-style-type: none">• Consumer cards marketing	<ul style="list-style-type: none">• Alignment on AMEX FY'23 plans	<ul style="list-style-type: none">• Pending meeting date to be scheduled with key client

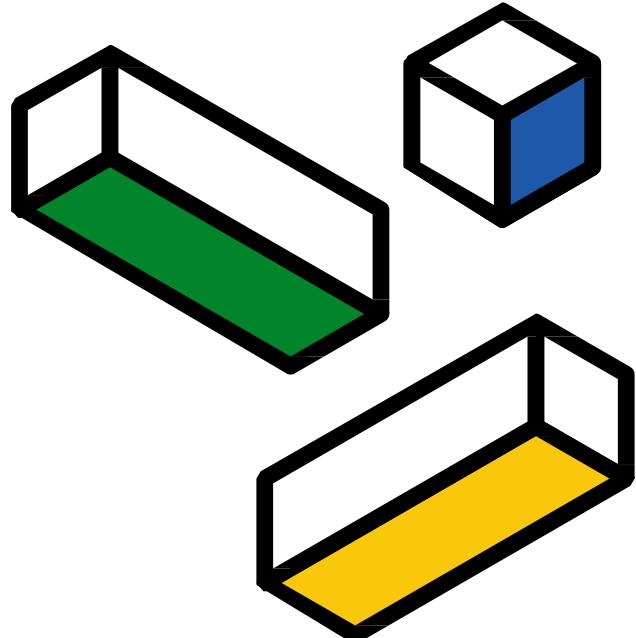


Q2 Client Strategy - Overview

BRAND	TARGET vs SECURED	2023 PRIORITIES	Q2 ACTION PLAN	STATUS
	\$300K / \$0	<ul style="list-style-type: none">• Re-build relationship and trust• Implement SQL-focused activities	<ul style="list-style-type: none">• Planning session, if not secure marketing strategy and plans for 2023• Close off USD40k in parked fund	<ul style="list-style-type: none">• Client doesn't seem to 'warm' up to the idea of Planning session• No clear activity/campaign for Q2• Only ongoing project: Newsletter locked for 2023
	\$575K / \$0	<ul style="list-style-type: none">• Overall growth in subscription	<ul style="list-style-type: none">• Reactivate marketing activities	<ul style="list-style-type: none">• Pending Q2 kick-off meeting with Alice
	\$200K / \$0	<ul style="list-style-type: none">• Reinforce relationship• Close off \$11.5k leftover budget	<ul style="list-style-type: none">• Reestablish ties with Doris• Find work to use up \$11.5k and then add on	<ul style="list-style-type: none">• Client radio silent• Pending AD outreach with suggestions of projects

Client Strategies

Account-specific snapshots and action
plans for key accounts



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Growth in project revenue and # of accounts
- Project profitability

Measurables

Revenue

- \$1.2m target
- Secured \$850.7k (as of end-Q1)
- \$55.8k pipeline

Profitable Growth Target

- \$1.5m stretch target

Risks

- Expiry of the creative services catalogue in Dec 2023

Game Plan for 2023 (see slides 17-18 in the [NUS 2023 Account Plan](#))

Theme = **Quality Expansion**

- Push out website maintenance services & catalogue to existing NUS departments
- Nurture key school/department client relationships (MPO, Duke-NUS, NUS Medicine, LKYSPP, EE) by setting regular business reviews for opportunity spotting
- Execute a proper customer engagement plan
- Ensure project delivery in this calendar year on stalled projects (ex. - Duke-NUS website revamp)
- Win 2x more teams/schools/departments in 2023

Detailed Action Plan for Q2

- Secure NUS roadshow to showcase creative + website services
 - Individual road shows with specific depts while we schedule the intra dept one
- Hold QBRs for key schools (**Duke-NUS, MPO, with NUS Medicine in Q3**)
- Win more 6-figure projects than 5-figure projects

Considerations

- Ensure project costing is in line with our profit margin targets
- Don't take on every NUS project under the sun

Gross National Happiness

- Client praise (via email)
- Industry Awards
- Referrals by NUS contacts

Q2 Client Strategy - Overview

BRAND	TARGET vs SECURED	2023 PRIORITIES	Q2 ACTION PLAN	STATUS
 	\$200K / \$55k	<ul style="list-style-type: none"> • Data Harmonisation (Salesforce MCI) • Ensure Q3 campaign 	<ul style="list-style-type: none"> • Hold QBR • Request briefing session 	<ul style="list-style-type: none"> • Pending template + data pop • Pending Wedad/Douglas revert
 	\$250K / \$176k	<ul style="list-style-type: none"> • Deliver stagnant projects • Strengthen relationship • Push for Website P2 	<ul style="list-style-type: none"> • Hold QBR • Get website revamp back online 	<ul style="list-style-type: none"> • Pending template + data pop • Pending design approval
 	\$100K / \$60k	<ul style="list-style-type: none"> • Strengthen relationship • Secure 4x programme campaigns • Deliver website maintenance 	<ul style="list-style-type: none"> • Prep costing for 4x campaigns • Make website maintenance a well-oiled machine 	<ul style="list-style-type: none"> • Pending brief from LKYSPP • Launch of website maintenance
 	\$300K / \$262k	<ul style="list-style-type: none"> • Establish trust • Become indispensable 	<ul style="list-style-type: none"> • QBR doesn't apply yet, scheduling a sharing session • Mine for new opportunities 	<ul style="list-style-type: none"> • Pending template + data pop • Follow up on leads
 	\$100K / \$64k	<ul style="list-style-type: none"> • Broaden exposure to OSA beyond Housing Dept 	<ul style="list-style-type: none"> • Meet with Bell, ask for referral 	<ul style="list-style-type: none"> • Chasing

Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Gain trust and confidence for continued partnership
- Growth in overall account revenue and increase of projects within organisation

Measurables

Revenue

- \$1.3m target
- Secured \$426.7k (as of end-Q1)
- \$1.2m in pipeline

Profitable Growth Target

- \$1.5m stretch target

Risks

- Client being too critical and quick to judge
- Unexpected delay in scheduled delivery due to internal resource crunch.

Game Plan for 2023

Theme = **Establish strong foundation, cement positions.**

- Implement processes and goals, align them internally and externally to 'automate' and run FY'23 scope seamlessly.
- Retain trust in our marketing capabilities and be seen as the go-to agency for all marketing matters.
- Demonstrate Construct's creative/content capabilities and inspire confidence for more creative/content project opportunities in the future.

Detailed Action Plan for Q2

- Introduce Construct creative team and capabilities to IMDA via a Show & Tell session.
- Implement internal processes and SLAs for IMDA's reference based on respective work streams.
- Follow up with DFL team and finalise marketing scope of work to be undertaken by Construct.

Considerations

- Ensure clear communication and consistent check-ins on client's opinions.
- Forecast and ensure sufficient internal support/resource.

Gross National Happiness

- Client praise (via email)
- Industry Awards
- Referrals by IMDA lead client



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Launch of regular Video Series
- Achieving KPI for Anna's LinkedIn

Measurables

Revenue

- \$400k Target vs \$197.8k secured (as of Q1)

Profitable Growth Target

- \$600k stretch target

Risks

- Difficulty in getting ideas off the ground with Singtel's hierarchy

Game Plan for 2023

Theme = **Data-proven Results**

- Deliver sought after results (assets and KPI) within Singtel Executives
- Display Construct's strategy, creative and production capabilities
- Gain insight and a way into other business units within Singtel

Detailed Action Plan for Q2

- Expand current scope beyond Anna to other C-level executives

Considerations

- Different CXOs have different comfort levels, there is no one size fits all solution that we can white label, effort put in each time is considerable

Gross National Happiness

- Achieving KPIs set out for Anna
- Referrals, Queries from other Singtel CXOs



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Build trust and confidence
- Grow from 'newbie' to a long-term account

Measurables

Revenue

- \$300k annual vs \$0 to date
- Q1 - \$0, parked fund still available

Profitable Growth Target

- \$400k stretch target

Risks

- Client's working with another partner on Active Prospecting for Target Accounts

Theme: Trust and Confidence

Game Plan for 2023

- Drive a variety efforts to achieve NICE's single-minded focus- SQLs
- Initiate APAC insight-driven strategy and messaging
- Explore other service offerings beyond running campaigns eg Events, ABM, Partner Marketing, etc.

Detailed Action Plan for Q2

- Planning session, or a 1-1 discussion with Janice on NICE strategy and plan
- Lock in an APAC-centric campaign

Considerations

- Current relationship with Client is unsteady

Gross National Happiness

- SQLs, SQLs, SQLs



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- New new names
- B2B outreach

Measurables

Revenue

- \$200k target
- \$0 secured
- \$0 pipeline

Current remaining project budget

- \$11.5k from Q4

Risks

- Doris goes radio silent and doesn't engage
- We offer services SAP Global won't let us deliver (social campaigns, web builds)

Game Plan for 2023

Theme = **Proactivity**

- Haunt Doris with new execution ideas .. turnkey solutions she only has to say yes to and issue POs for
- Reach out to other product leads?

Detailed Action Plan for Q2

- Get details on upcoming SAP NOW events tender

Considerations

- Focus on strategy and audience insights, then follow through with execution suggestions (ex. - persona EDM campaign)

Gross National Happiness

- New briefs
- Doris introduces us to APJ and other teams for new business



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Build trust and confidence
- Grow from a 'newbie' to a long-term account

Measurables

Revenue

- \$375k target
- \$123k secured
- \$190k pipeline

Current remaining project budget

- \$12,103 top up required upon completion of Phase 1

Risks

- Client can be a bit haphazard in their decision making - Particularly **Trina and Daniel**
- Budget restraints with certain types of campaigns

Game Plan for 2023

Theme = Inspiring Trust and Showcasing Excellence

- Deliver excellence across various projects to instill further confidence in our partnership with Prudential by showcasing our creative capabilities across projects and ensuring on-time delivery on all tasks (new projects and PruWealth)
- Ensuring that KPIs are met on the client's side with our efforts, further building a sense of trust in our creative capabilities
- Potentially leverage the PruWealth App Launch Campaign to further highlight our full capabilities (i.e. media) to the parent company
- Keeping an eye out for the ESG Campaign raised by Belinda*

Detailed Action Plan for Q2

- Ensure smooth delivery of Q1 thematic campaign, phase 1 of EMS, and all new projects
- Securing the PruWealth App Launch Campaign
- Connecting with Eugenia and building greater trust and opening avenues how we might be able to come in and assist even further; Also to build tighter relationship with the HNW/Opus team as I didn't have much involvement in the Cross Sell Campaign

Considerations

- Need to continue to deliver on client commitments and to grow confidence in our capabilities to take on more projects and to also justify our service offerings

Gross National Happiness

- New briefs continue to come in and were signed off relatively quickly

*Lacking clarity on the context of this at the moment



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- To continue momentum with client post successful launch of pitch deck and forum collaterals
- To secure partnership with client on taking their brand global

Measurables

Revenue

- \$200k target
- \$30k secured
- \$300K pipeline

Risks

- Tracy has flip-flopped a few times on the sense of urgency/focus of the company/Satyen
- Potential unknown budgetary constraints and time difference issues

Game Plan for 2023

Theme = Forging a New Global Partnership

- Receiving buy-in from senior stakeholders on the plan to bring the brand to the next level
- Demonstrate Construct's reliability and capabilities beyond just creative executions

Detailed Action Plan for Q2

- Present our top-line proposal to Satyen and obtain buy-in
- Lock-in global GTM campaign for the year

Considerations

- Client's focus appears scattershot - if we are able to move forward with the campaign, significant effort needs to be placed in keeping them focused

Gross National Happiness

- Tracie has been very supportive in her communications with us and in dealings with the team in the past
- There is a significant comfort level with John

Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- Re-establish partnership with Client to continue APAC expansion plans.

Measurables

Revenue

- \$575k target
- \$0 secured
- \$267K pipeline

Risks

- Client relies mostly on internally-driven marketing efforts, eg social media content, without strategic alignment with overall brand positioning

Game Plan for 2023

Theme = **Restart the engine**

- Re-align with Client on their 2023 marketing objectives, perceived competitors, offerings and workflow and automation processes

Detailed Action Plan for Q2

- Actively follow up with Alice on the impending 2022 marketing plans and chase for visibility on any new 2023 marketing plans.

Considerations

- Client is unresponsive, with lack of interest to engage and transparency resulting in difficulty to navigate with plans moving forward
- Several 2022 plans are still outstanding (ie campaign waves 2 and 3, and customer retention)

Gross National Happiness

- Resumption of outstanding 2022 plans
- Higher sign up completion rates



Client Strategy Snapshot - 2023

Overview & Objectives for this Client Partnership

- To foster new working relationships with the new clients who manages all multicard initiatives.
- To gain recognition for our area of expertise across all AMEX teams.

Measurables

Revenue

- \$250k target
- \$4.6k secured
- \$0 pipeline

Risks

- Barrier to entry: Lack of opportunity to set up initial meetings and demonstrate our capabilities

Game Plan for 2023

Theme = **Starting afresh, gaining momentum**

- Build relationship with Tiffany and Crystaline and gain their confidence in Construct's creative, tech and marketing capabilities.
- Have Tiffany and Crystaline be the bridge to connect Construct with other AMEX teams (Loyalty, GMS marketing, Engagement and Brand team).

Detailed Action Plan for Q2

- Set up credentials presentation with Tiffany and Crystaline.
 - Alex Chia - Loyalty
 - Judy Ong - GMS marketing
 - Jiehan Liu - Engagement
 - Audrey Goh - Brand team
- Understand 2023 plans and focus area for Tiffany and Crystaline, and get visibility on projects to utilise balance pre-bill budget.

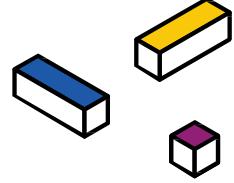
Considerations

- Extra time required to build relationship with new team and expand our network within the organisation.
- Gaining access to the team's business/marketing plan or information to identify revenue opportunities.

Gross National Happiness

- New briefs/opportunities

Next Steps

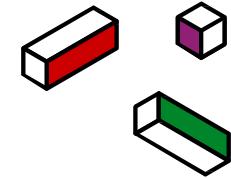


1. Q2 Rocks for client partnership team to implement client strategies across respective accounts

1. Harrison and Angru to hold team accountable and ensure strategy rollout by 25-Apr



Reactivating Dormant Client Partnerships



Teaser: Bring them back to the discussion table

- Identify their core focus and their primary KPI
- Develop a POV and teaser with 1-2 real world cases (ideal if it's a CD case)
- Share with client asking for a session to discuss



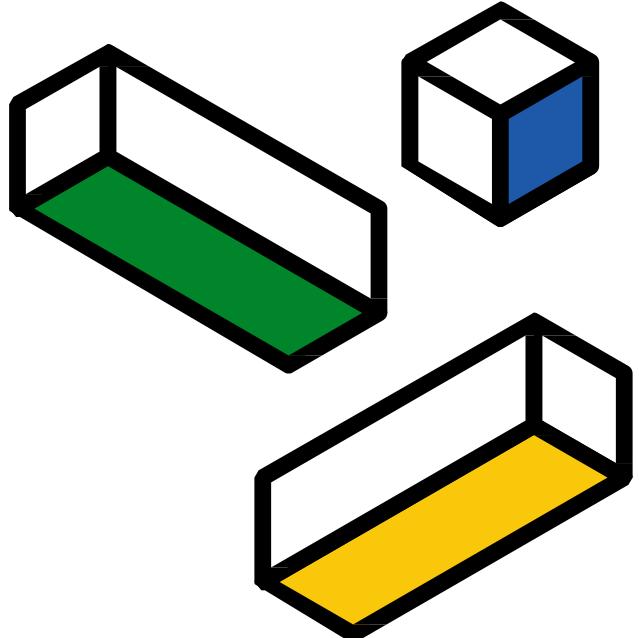


Q1 Client strategy

Existing & New Business

How did our 2022 client strategy perform?

- ★ New Business Strategy Rollout
- ★ Client Selection Criteria Implemented - 5Qs, 3Fs
- ★ Senior Level Team of Client Partners put in place
- ★ Client Engagement Plans Deployed



Key Metrics - Over Past 4 Years

In 2022, our **average customer value increased by $\frac{1}{2}$**
and **average project value by $\frac{1}{3}$ YoY**

	2019	2020	2021	2022
No. of Accs.	42	56	51	40
No. of Projs.	223	325	243	208
Total Revenue	\$2,273,848.32	\$3,025,038.30	\$2,739,854.15	\$3,123,810.48
Avg. Proj. Size.	\$10,196.63	\$9,307.81	\$11,275.12	\$15,018.32
Avg. Purc. Freq.	5.31	5.80	4.76	5.20
Avg. Cust. Value	\$54,139.25	\$54,018.54	\$53,722.63	\$78,095.26

Total no. of accounts reduced by 21% and no. of projects by 15%

Average project size increased by 36%

Average customer value increased by 47%

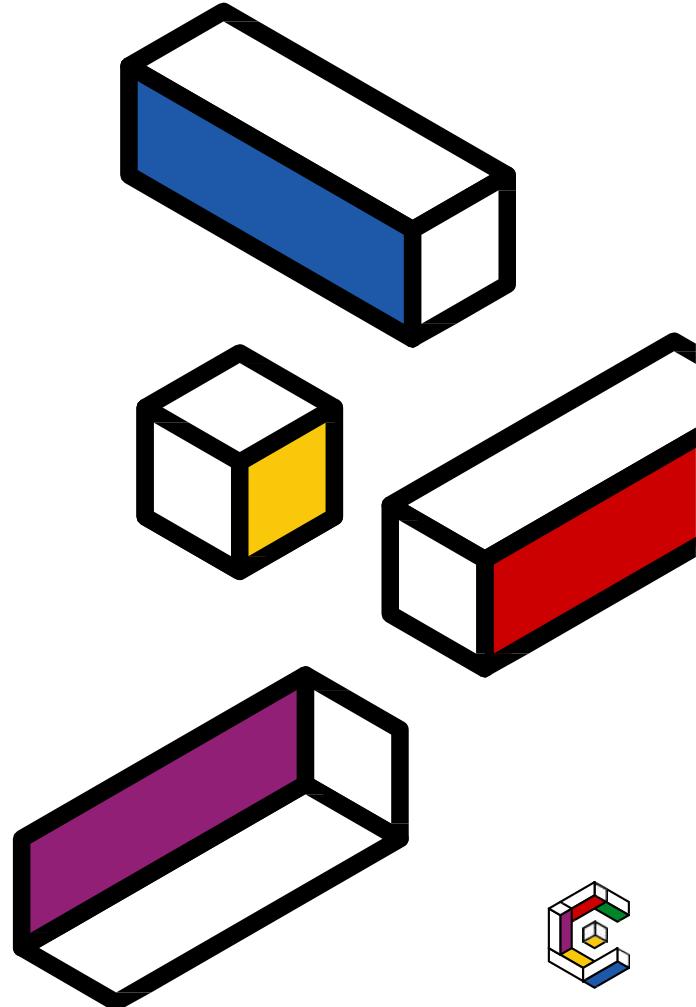


This is validation that we are on the right track and generating strong momentum for a ‘fast start’ in 2023...

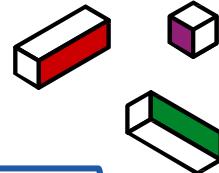


\$5,900,000

2023 revenue target



Our plan for getting us there:



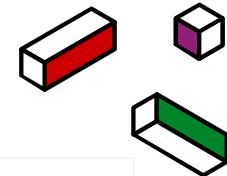
\$1.46M (secured)

\$4.5M (identified)

Financials



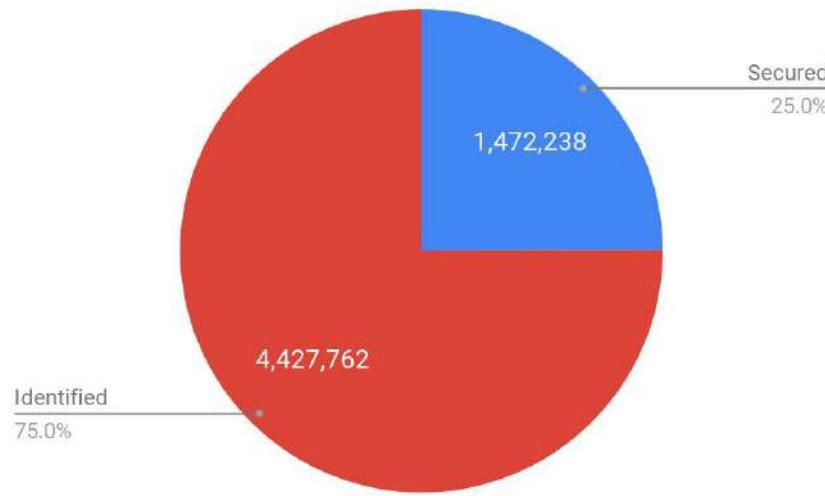
Revenue Secured - 2023



	Q1	Q2	Q3	Q4	2023
Secured	\$967k	\$310k	\$97k	\$96k	\$1.47M

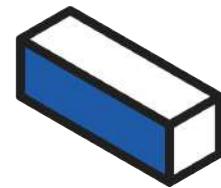
We have **already secured** **\$1.47M** in the first 2 weeks of 2023.

Our job now is to find an additional **\$4.5M**,

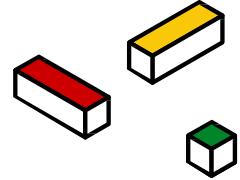


Financials





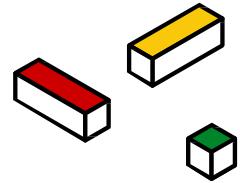
Focus areas for 2024



Building Niches

- **Govt Web Dev & Maintenance** - Certification (Platforms e.g. Isomer), Infrastructure - CWH, Security Compliance, Data Protection,
 - Protect our interests and avoid being locked out
 -
1. Running Prudential like a creative services retainer (e.g Singtel/NUS Med)
 2. Take the IMDA Marketing Model to other existing clients (e.g. Prudential, NUS)
 3. Cross-selling our service areas to existing clients (e.g. selling creative to IMDA)
 4. Expanding our reach within existing client orgs (e.g. IMDA other groups)
 5. Develop a Generative AI content engine that churns out BAU content - Content as a Service? We sell it with a retainer to implement, train and maintain.
 - 6.





1. Where should we be investing our resources?
 - a. 3 key pillars (Creative, Tech, Marketing)
2. What is the shape of the agency offering for 2024
 - a. Customer Experience? (Tech, Creative, UX/UI)
 - b. B2B Marketing - vertical specialists
 - c. Govt Specialists
3. Team of CX specialists?
 - a. UX
 - b. Tech - outsourced
 - c. Media - outsourced

Profit \Rightarrow Rev - Cost

10% \Rightarrow \$3.6M - \$3.2M

Monthly avg. target revenue \$300k

Monthly avg. cost \$266k

Existing (60%) \$2.2M (2023: \$2.2M)

New (40%) \$1.4M (2023: \$1.1M)



2023 Analysis

Top five clients by service categories

CREATIVE



J.P.Morgan



\$1,115,888

TECHNOLOGY



Shimyo



\$947,023

MARKETING



National University
of Singapore

\$878,321.55

MEDIA



\$378,819

CONSULTING & DATA



\$78,676

2024 Targets

	CREATIVE	TECHNOLOGY	MARKETING	MEDIA	CONSULTING & DATA
2023 \$3.3M	\$1,115,888	\$947,023	\$878,321.55	\$378,819	\$78,676
2024 Target \$3.6M	      	  	 		 
Existing Clients \$2.6M	\$900k	\$900k	\$500k	\$200k	\$100k
New Clients \$1M	     	  		  	  
	\$100k	\$500k	\$100k	\$200k	\$100k

2024 Q1 Forecast

**\$680k Projected,
\$269k Confirmed**

2024 Costing Review

	2024 - Optimistic	2024 - Pessimistic	2023(target)
Revenue	\$3M	\$2.6M	\$3.4M
Profit Margin	10% (\$300K)	10%(\$260K)	Loss - \$440K(-12.9%)
Annual Costs	\$2.7M	\$2.34M	\$3.55M
Monthly run rate	\$225K (20% reduction to Dec 23)	\$195K (30% reduction to Dec 23)	\$295K (now \$280K in Dec)

Rumelt Framework

