

Proposed Scope of work

VIPA Official WeChat Account Setup in China

(Date of proposal: 24 September 2019)

Based on the discussion with Inge Neetens via emails exchange, Kellen China now is providing the scope of work as below:

1. Official WeChat Account Set Up in China

- Information collecting - all required information or documents, such as account name, operator's login information, company certificates and other information required by the WeChat platform;
- Registration - Online application and bank, SMS, WeChat verification
- Account layout – Welcome Message, Auto reply and Menu Structure set up
 - Coordination with HQ on Menu name/ structure/messages confirmation
 - Set up message and menu translation and drafting according to the requirements e.g. words limited, forbidden etc.
- Misc. (Equipment /cell phone cost, WeChat account verification fee, etc.)

Kellen China Service Fee		
WeChat Set up fee: One-time charge		
		RMB
	▪ Information collecting	31,400
	▪ Registration	
	▪ Account layout	
	▪ Misc. (Equipment cost, verification fee, etc.)	2,000
	VAT & Local Surcharges (6.8%)	2,271
Subtotal		35,671

2. Monthly Management for Official China WeChat Account/1 messages per month

- Content confirm and preparation - Coordination on content and basic translation/review as well as coordination with Vendor for translation when necessary
- Posting Messages - Editing , typesetting, proofreading at the WeChat platform backstage as well as communication approval process with HQ (1 messages per month)
- Account General Operation - Handling daily inquiries via WeChat backstage, manage article comments by followers, Account Annual verification
- Account Data report – followers demographic, increase analysis content analysis, Menu analysis

- ❖ At the first beginning, there may not a lot of inquiries, so for the above general operation and data report won't take too much time, however, with inquiries increasing, time consuming on that will be increased accordingly, and service fee might be adjusted as well.

Kellen China Service Fee		
WeChat monthly management fee		
		RMB
	▪ Content confirm and preparation	5,400
	▪ Posting Messages	
	▪ Account General Operation	
	▪ Account Data report	
	VAT & Local Surcharges (6.8%)	367
<i>Subtotal</i>		5,767

The proposed scope of work above will be starting after VIPA's confirmation. It is valid for 1 year (12 months), and the renewal will be based on the communication and confirmation 30 days prior to its termination by Kellen China and VIPA in writing.

The above proposed service fee is based on the current understanding of the items. Support services are limited to the items as stated above too, but Kellen China will be pleased to provide any separate quotation for additional services if requested, or when such can be advised. Kellen will review the overall scope and staff time investment on a half-year (6 months) basis, and will revise its service fee accordingly as needed.

Out-of-pocket expenses, such as related to some of those mentioned above, would be billed on an actual incurred basis and are not part of the above service fees.

Note: Regarding the translation by the vendor, we will confirm with VIPA according to the specific contents such as professional level and the actual volume, which will be quoted separately based on the quote from the vendor.