



vynzomedia

Business Proposal and Commercial Quotation

Date / October 1 , 2026

Company/ ORCA

Prepared specifically for authorised review by **ORCA**

www.vynzo.ca



BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
ORCA
Dhaka, Bangladesh

Date of Issue: October 1 , 2026
Reference: VM/ORCA/IMO/0902266

Dear **ORCA Management**,

Following our recent discussions, review of ORCA's current marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support ORCA not as an isolated external agency, but as an extension of the brand's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across ORCA's marketing activities, improve visibility across digital and search channels, and better connect the brand's product capabilities with buyer and public communication.

ORCA will retain final authority over product information, sensitive communication, buyer related matters, major brand decisions, budgets and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove ORCA's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media



VM/ORCA/IMO/0902266



Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with ORCA. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for ORCA that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace ORCA's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. ORCA will retain final authority over product information, sensitive communication, major brand decisions and approved budgets. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and buyer needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for ORCA and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when ORCA priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following ORCA approval.

2. Our Understanding of the Requirement

ORCA requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, expert communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, brand visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because ORCA has strong retail capabilities and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed package of isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around ORCA products, experts and buyer needs.
- Improve the connection between awareness, search, consideration, expert discovery, order intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and expert visibility through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so ORCA does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give ORCA access to additional specialists without permanently increasing the fixed team where the need is temporary.

Initial production capture

The launch period will include an initial coordinated production session to capture current expert, service, store, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for ORCA.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where buyer attention appears to be changing and where ORCA should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which products, experts, campaigns or buyer segments should receive greater focus next?
Identify friction	Where is the buyer journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require ORCA management, brand or budget approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated retail marketing operation. The structure is intentionally configurable. ORCA may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, expert input points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, expert videos, product videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Expert shoots, portraits, product photography, store photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, product discoverability, expert discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration

The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand ORCA’s management team, departments, experts, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate store visits approximately once or twice weekly where required, with additional visits where operationally necessary.

Content mix

- ORCA may add an ongoing specialist where the need is recurring and strategically important.
- ORCA may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the commercial value and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Included Monthly Capacity
Social content	30 to 36 planned core social content assets per month
Additional design	Up to 8 reasonable additional design requests within available creative capacity
Video production	8 planned video shoot sessions per month
Photography	1 dedicated photography shoot per month

Reactive production	Up to 2 to 3 additional reactive shoot requirements subject to capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix

Monthly content may include expert content, product communication, educational content, campaigns, lifestyle awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. A single core creative adapted for different platforms will not be counted as several completely new core assets.

Additional design requests

Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, product announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests use the same available creative capacity.

Production capacity

The eight planned video shoot sessions may cover expert led content, educational content, product videos, interviews, store content, campaign content, brand communication and PR related production. One production session may generate several edited assets where appropriate. The dedicated photography shoot may cover expert portraits, stores, services, teams, corporate imagery, campaigns and visual library development.

The dedicated photography shoot may cover expert portraits, store photography, product photography, team photography, corporate imagery, campaign imagery and visual library development.

Up to **two to three** reactive shoot requirements may be accommodated where team availability and operational feasibility allow. If reactive work materially affects the agreed monthly plan, equivalent work may be reprioritised or additional capacity may be proposed.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Product discoverability
- Expert visibility
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

PR and communications support

- Press release drafting
- Corporate announcement support
- Expert communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Store visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External quotation collection and approved supplier coordination

Where an activity requires an external cost, Vynzo Media will communicate the estimated requirement for ORCA approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of ORCA.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. ORCA will normally provide reasonable access to the relevant store, expert, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved budget.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Commercial review	Relevant quotation or cost information is obtained.
Approval	ORCA approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to ORCA.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. ORCA may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised commercial structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, expert production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, expert media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, product awareness activation or large campaign logistics.

Add On work may be delivered through a fixed quotation, resource fee, project quotation or approved external budget depending on the requirement.

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between months, operational paid media management is charged only when paid campaigns are active.

Where required, an initial campaign setup and tracking fee of approximately BDT 7,000 to BDT 10,000 may apply. Where the relevant setup is already correctly configured, this fee may be reduced or waived.

No active paid campaign means no recurring paid media management charge. Actual advertising spend remains separate and is always subject to ORCA budget approval.

- Product information
- Sensitive product communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Buyer related sensitive content
- Additional external budgets
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

ORCA responsibilities

- Timely approvals
- Accurate service information
- Product validation
- Relevant expert and team availability
- Store access
- Required platform access
- Internal coordination
- Buyer permission where applicable
- Approved external budgets

Where a required ORCA dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved budget, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising costs, platform changes, service availability, pricing, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of orders, buyers, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public ORCA information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Buyer journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- ORCA specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes ORCA confidential competitive strategy.
- ORCA data and custom audiences will not be reused for another client.
- ORCA confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Retail communication discipline

ORCA retains brand authority over product information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by ORCA. Product claims and sensitive product communication should be reviewed by the appropriate ORCA representative before publication where required.

Buyer related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to buyer information where that information is not required for marketing execution.

Confidentiality principle

ORCA specific intelligence stays ORCA specific.

14. Separate Technology Support

Where ORCA requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media’s marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and quotation.

Potential areas of support

Capability	Retail Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Buyer facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Buyer portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The benefit to ORCA is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

Company profile: www.leznit.com

15. Commercial Proposal and Key Terms

Monthly Integrated Marketing, Brand & Growth Office Retainer

BDT 460,000 per month

The monthly retainer is based on the recommended scope and recommended team configuration described in this proposal. Because the team and service mix are adjustable, the commercial value may be revised by mutual agreement if ORCA materially adds, removes or replaces recurring specialist capacity or deliverables.

Included in the monthly retainer

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- 30 to 36 planned core social content assets
- Up to 8 reasonable additional design requirements within available capacity
- 8 planned video shoot sessions
- 1 dedicated photography shoot
- Reasonable support for up to 2 to 3 reactive shoot requirements subject to capacity and feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Costs outside the monthly retainer

- Actual advertising spend
- Operational paid media management where separately activated
- Major ATL media placement
- Large printing costs
- Influencer fees
- Professional talent fees
- Venue costs
- Promoter manpower costs
- Large event manpower
- Outdoor media costs
- Specialist PR consultant fees where separately activated
- Specialist crisis communication fees
- Studio rental and special production equipment
- Large production crews and large set construction
- Major travel expenses
- Large activation production costs
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses

Final service agreement

The final service agreement should confirm monthly billing, payment timing, applicable taxes, external budget approval, confidentiality, privacy and data access, intellectual property, third party costs, approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required platform access, availability of relevant ORCA representatives, confirmation of priority products and completion of the initial approval structure.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If ORCA's priorities, campaigns, product focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended commercial, operational and service structure for ORCA based on the scope currently discussed and reviewed.

Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, commercial terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media

Business Development Department

Issued through the Vancouver Office



VM/ORCA/1140/0902266

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