



vynzomedia

Business Proposal and Commercial Quotation

Date / October 1st, 2026

Company/ ORCA

Prepared specifically for authorised review by ORCA

www.vynzo.ca



BUSINESS PROPOSAL FOR PERFORMANCE MARKETING SERVICES

To:
Management
ORCA
Dhaka, Bangladesh

Date of Issue: October 1st, 2026
Reference: VM/ORCA/PERF/100126

Dear ORCA Management,

Following our recent discussions, Vynzo Media is pleased to submit this formal proposal for the provision of Performance Marketing services to ORCA.

This proposal has been prepared to establish a clear commercial and operational framework for the initial engagement between ORCA and Vynzo Media.

Under the proposed arrangement, Vynzo Media will support ORCA through paid media planning, campaign management, optimisation, performance monitoring and reporting within the agreed scope and approved advertising budget.

ORCA will retain authority over its advertising priorities, approved content, product communication and media budget, while Vynzo Media will manage the agreed performance marketing activities in accordance with the approved working framework.

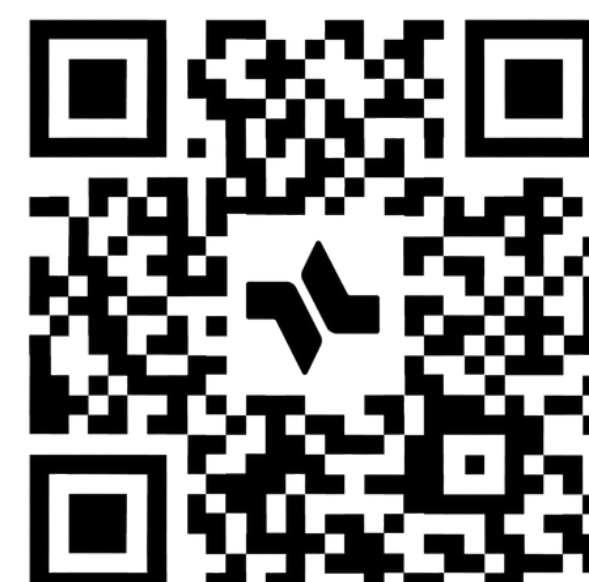
The following sections set out the proposed scope of services, commercial structure, campaign responsibilities, media funding arrangement, performance measurement framework, reporting process and applicable commercial terms.

We appreciate the opportunity to work with ORCA and look forward to establishing a professional and measurable working relationship through this initial engagement.

Yours sincerely,
Business Development Department
Vynzo Media



VM/ORCA/PERF/011026



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. The engagement remains subject to the terms accepted by the parties and any subsequent formal agreement executed between them.

1. Executive Summary

Vynzo Media proposes an optional Performance Marketing service for ORCA that connects approved media spend with targeting, creative, tracking, optimisation and buyer action reporting. The service is activated only when ORCA chooses to run paid campaigns, and the media budget remains separate from Vynzo Media's management fee.

What this changes

- Every campaign begins with one approved service objective, buyer audience, conversion route and budget so paid media has a clear job before launch.
- Advertising spend remains separate and controlled by ORCA while Vynzo manages the agreed campaign structure and optimisation process.
- Creative, landing route, call path and tracking are aligned before launch so the campaign can be judged against a complete buyer response journey.
- Performance is reviewed through enquiries, orders and completed orders, not clicks alone.
- Weak audience and creative combinations are reduced while stronger combinations receive more budget attention within the approved spend.
- Monthly reporting explains spend, buyer actions, campaign learning and the next optimisation decision so ORCA can see what the budget is producing.

2. Our Understanding of the Requirement

ORCA requires a paid media partner that can connect campaign strategy with brand services, expert content, landing paths, call or WhatsApp response and order outcomes. Paid campaigns should not operate as isolated media buying without visibility into what happens after the click.

The planning model includes a sample monthly advertising scenario of USD 1,000 split between Meta and Google Display. It is intended to explain the funnel logic and should be treated as an illustrative model rather than a guaranteed result.

Operating principle

ORCA approves the budget. Vynzo Media defines the campaign structure, launches the agreed activity,

- Create a clear paid objective for each selected service, expert, package or campaign.
- Build audiences using geography, intent, interest and retargeting signals according to the approved buyer segment.
- Use approved creative and expert content to improve campaign relevance.
- Track calls, messages, forms, bookings and patient attendance where data is available.
- Optimise budget based on lead and booking quality rather than reach alone.
- Maintain transparent management fees against approved advertising spend.
- Give Continental a repeatable paid growth model that can be activated, scaled or paused according to actual campaign need.
- Use monthly campaign learning to move budget toward the patient acquisition paths that show the strongest quality and commercial value.

3. Fifteen Day Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for ORCA so that recurring work begins with service context, clear priorities, access, approvals and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Campaign workshop	Align on service priorities, offers, target audiences, response channels, order path and approval expectations.
Account review	Review Meta, Google, analytics, pixel, conversion actions, existing audiences and current campaign history.
Funnel review	Map the route from ad impression to click, message, call, form, order and attended buyer.
Creative mapping	Confirm available expert video, static, landing page and service proof required for the first campaign.
Approval mapping	Confirm product, budget and management approvals required before media spend is activated.
Tracking planning	Set campaign naming, UTM logic, platform tracking, conversion events and reporting baseline.
Launch plan	Confirm budget, channel mix, test structure, optimisation rules and first review date.

4. Baseline Audit and Launch Production

At the start of active paid operations, Vynzo Media will verify the tracking baseline, campaign accounts, available audiences and first service offer. The objective is to ensure that approved advertising spend enters a measurable funnel with clear ownership and reporting.

Baseline review

- Approved monthly advertising budget
- Current platform account health
- Pixel and conversion tracking
- Website or landing page route
- Call and WhatsApp response path
- Lead quality and order process
- Available creative assets
- Retargeting audience availability
- Initial cost and outcome baseline

Initial production capture The launch period will include campaign setup, tracking verification, creative preparation and the first controlled test. Where new ad specific content is required, production may be drawn from the approved social or video production scope or quoted separately.

5. Monthly Marketing Audit and Priority Cycle

Paid activity should change according to performance. Vynzo Media will review spend, impressions, clicks, enquiry quality, order rate, attendance, creative performance and audience quality before deciding where the next budget cycle should focus.

Monthly Step	Decision Question
Review	Review cost, lead quality and buyer action.
Diagnose	Diagnose weak audience or creative combinations.
Prioritise	Prioritise stronger services and conversion routes.
Identify friction	Identify landing, response or order friction.
Reallocate	Reallocate budget toward better performing activity.
Approve	Approve new spend, offer or campaign direction.

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 this service. The structure is intentionally configurable. ORCA may request that a specialist be added, removed or replaced, or may rebalance recurring capacity as priorities change. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
Performance Marketing Lead	Primary contact for campaign strategy, budget structure, platform oversight and monthly performance review.
Paid Media Specialist	Manages campaign setup, audience structure, bidding, optimisation and daily platform controls.
Tracking and Analytics Specialist	Manages UTM structure, conversion events, funnel measurement and source validation.

Creative Strategist	Aligns ad messaging, hooks, offers and creative testing with the selected buyer objective.
Designer and Motion Specialist	Creates approved static, motion and format adaptations for paid campaigns.
Content and Video Specialist	Prepares expert led or service led source material required for stronger campaign creative.
Landing and CRO Specialist	Reviews landing paths, calls to action, forms and conversion friction.
Account Coordinator	Coordinates approvals, budgets, reporting, brand response feedback and campaign scheduling.

POC and onsite integration

The primary service lead will act as the main POC. During mobilisation and the early integration period, onsite or implementation coordination may be more frequent to understand ORCA management, approvals, service priorities and access needs. Once the working model is established, coordination will follow the practical needs of the service.

Campaign management mix

- Each campaign begins with an approved service, buyer audience and conversion route.
- Meta, Google and retargeting are selected according to the type of demand.
- Creative, landing path, call route and tracking are reviewed together because paid media cannot be judged fairly when the buyer response path is incomplete.
- Optimisation focuses on lead quality, booked orders and completed orders where the brand can return the required data, not only clicks or impressions.
- Advertising spend remains under ORCA approval and the management fee follows the approved spend tier so the commercial model is transparent before launch.

7. Monthly Deliverables and Campaign Capacity

Area	Included Monthly Capacity
Campaign strategy	Service objective, audience, channel mix, creative direction and conversion route.
Campaign setup	Approved platform setup, naming, audience structure, ads and conversion configuration.
Tracking	UTM structure, platform conversion review and funnel measurement where access allows.
Optimisation	Ongoing audience, creative, placement and budget optimisation during active campaigns.

Retargeting	Website, video, form or engagement retargeting where sufficient audience volume exists.
Lead quality review	Review of enquiries, orders and attended buyers where buyer response data is available.
Reporting	Monthly spend, results, cost, learning and next action summary.
Budget control	No media spend is committed beyond the amount approved by ORCA.
Reporting rhythm	Monthly performance and activity review with next priority recommendations.

Illustrative budget model The current planning example uses USD 1,000 in monthly media spend, with USD 750 on Meta and USD 250 on Google Display. The example is designed to show how a campaign funnel may be modelled before live data replaces assumptions.

Illustrative funnel The sample model produces 1,026,000 impressions, 7,182 clicks, 867 enquiries, 195 booked orders and 117 completed orders. These are planning assumptions and are not guaranteed outcomes.

Cost interpretation Under the sample model, blended media cost per booked order is approximately BDT 631 and media cost per attended buyer is approximately BDT 1,052. Actual costs vary by service, competition, creative, landing experience and response quality.

Commercial principle The advertising budget remains separate from Vynzo Media’s management fee. New ad specific content or production may also be charged separately when the existing approved content library is not sufficient.

8. Paid Media Operations and Measurement

Performance scope

- Campaign objective planning
- Meta campaign management
- Google Search campaign support
- Google Display campaign support
- Retargeting audience management
- Creative testing
- Budget optimisation
- UTM and conversion review
- Lead quality analysis
- Monthly performance reporting

This activity is progressive and results depend on available access, approved information, execution quality, market conditions and buyer response. Vynzo Media will report clearly and will not guarantee a fixed commercial outcome.

Paid media management support

- Campaign objective planning
- Audience and product mapping
- Meta campaign management
- Google campaign support
- Retargeting strategy
- Creative deployment
- Budget pacing review
- Lead quality review
- Order feedback review
- Monthly performance reporting

Performance marketing is activated only when ORCA approves an active campaign. Media spend remains separate and the service is managed against the strongest available buyer action data.

Tracking and creative support

- Tracking review
- UTM structure
- Pixel and tag coordination
- Landing path review
- Call and message route review
- Creative adaptation coordination
- Offer and message alignment
- External quotation collection
- Approved supplier coordination
- Campaign status reporting
- Post campaign learning review

Where additional development, advanced analytics, new landing pages, specialist production or another external resource is required, the cost will be presented for ORCA approval before material work is committed.

9. Tracking Resources and Vendor Management

For active performance campaigns, Vynzo Media will manage the approved platform activity, tracking review, creative testing and optimisation within the agreed scope. ORCA will approve the advertising budget and provide accurate service information, order routes and response feedback. Media spend, specialist landing page development, major production and other external costs remain separate.

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 service scope.
Reporting	Relevant execution information and outcomes are communicated to ORCA.

10. Flexible Capacity and Add On Menu

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

How customisation works

Option	How It Works
Reallocate	Move approved budget between campaigns, audiences or platforms according to performance and service priority.
Add specialist	Add landing page, analytics, creative or technical support when required.
Remove specialist	Reduce a recurring support role where the campaign no longer requires it and agree the revised commercial structure.
Add capacity	Keep the campaign plan while adding services, creative testing or reporting depth.
Separate project	Commission a major launch, funnel, microsite or tracking project through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional ad creative, expert filming, product video, campaign photography, motion assets or premium campaign production.
People and Specialist Capacity	Additional paid media specialist, analyst, CRO specialist, designer, editor or landing page resource.
PR and Communications	Campaign communication, creator support, press amplification or reputation response activity.
Ground Marketing and Activation	Lead generation booth, event registration, offline retargeting support or campaign activation.

Digital and Technology	Landing page, microsite, advanced tracking, CRM integration, analytics or marketing automation.
Special Projects	Large product launch, multi channel acquisition programme, employer campaign or major digital growth initiative.

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

11. Performance Marketing and Paid Media

Operational paid media management is charged only when campaigns are active. Actual advertising spend is separate and always subject to ORCA budget approval. The management fee depends on the approved monthly advertising spend and the operational complexity of the campaign.

Monthly Approved Advertising Spend	Vynzo Media Management Fee
Up to BDT 100,000	Quoted separately
BDT 100,001 to BDT 300,000	Quoted separately
BDT 300,001 to BDT 500,000	Quoted separately
BDT 500,001 to BDT 1,000,000	Quoted separately
Above BDT 1,000,000	Quoted separately depending on complexity

Where additional setup, tracking, specialist work or external cost is required, Vynzo Media will communicate the requirement for ORCA approval before material expenditure is committed.

Commercial principle The agreed service fee covers the stated recurring scope. Actual media, specialist external cost and material third party expenditure remain separate and are subject to ORCA approval.

12. Governance, Approval and Performance Principles

ORCA approval retained

- 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 within the agreed scope.

Vynzo Media should have reasonable operational freedom to execute routine approved work efficiently within the agreed service scope and approval framework.

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 and Data Processing Agreements relating to the agreed scope.

Retail communication discipline

ORCA retains product 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 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 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

Performance Marketing Service Fee Management fee based on approved advertising spend

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

Included in the service fee

- Campaign strategy and service objective planning
- Platform setup and audience structure
- Meta campaign management where activated
- Google paid campaign support where activated
- Retargeting strategy and audience use
- Creative testing and adaptation
- Budget optimisation during active campaigns
- UTM and conversion review
- Lead quality and order analysis where data is available
- Monthly spend and outcome reporting
- Clear recommendation on scale, pause or change
- Budget control within the approved amount
- Campaign learning review
- Budget and funnel reconciliation

Costs outside the service fee

- Actual advertising spend
- Dedicated production not already available
- Landing page development beyond minor support
- Influencer or creator fees
- Professional talent fees
- Large media buying outside digital platforms
- Major ATL media placement
- Specialist CRM implementation
- Advanced analytics implementation projects
- Large campaign microsites
- Major travel expenses
- Large activation production costs
- Specialist PR consultant fees
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses
- Large landing page development
- Advanced analytics implementation
- CRM implementation

Final service agreement The final service agreement should confirm 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 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, initial execution 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 priorities, campaigns, product focus or operational requirements change, the agreed plan may be adjusted through mutual discussion while maintaining continuity across the approved service operation.

17. Acknowledgement

This proposal records Vynzo Media recommended commercial, operational and service structure for ORCA for the dedicated Performance Marketing scope based on the requirements currently discussed and reviewed. Any refinements relating to team structure, service mix, 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/PERF/011026

Vynzo Media treats commercial information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to privacy@vynzo.ca. Vynzo Media Ltd is registered with the UK Information Commissioner's Office under registration number ZC056799.

United Kingdom

Vynzo Media Ltd

Company No. 16889451

71 to 75 Shelton Street, Covent Garden, London, WC2H 9JQ

Telephone: +44 7397 085272

Canada

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP.

British Columbia Corporation No. BC1550068

636, 1281 Hornby Street, Vancouver, BC V6Z 0G8

Telephone: +1 778 809 5074



Corporate Notice

This proposal is issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with ORCA. All commercial services, responsibilities, approved expenditure and related obligations under this proposal remain subject to the final mutually agreed service agreement between the relevant parties.