



vynzomedia

Business Proposal and Service Scope

Date / September 30th, 2026

Company/ Akij Mediplex Limited

Prepared specifically for authorised review by Akij Mediplex Limited

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BUSINESS PROPOSAL FOR ATL BTL OUTREACH AND PR

To:
Management
Akij Mediplex Limited
Dhaka, Bangladesh

Date of Issue: September 30th, 2026
Reference: VM/AKIJM/CAMP/300926

Dear Akij Mediplex Management,

Following our recent discussions and review of Akij Mediplex's brand, communication and activation requirements, we are pleased to submit this dedicated proposal for ATL, BTL, Outreach and PR support.

Our model is an on demand execution layer for rebrand communication, service launches, corporate outreach, public awareness, media relations and physical activations.

The objective is to give Akij Mediplex one coordinated partner for campaign planning, creative, vendor sourcing, media coordination, field execution, staffing, lead capture, PR material and post campaign reporting.

Through this engagement, Vynzo Media can coordinate outdoor media, corporate health activity, mall and community activations, preventive health and awareness programmes, healthcare partner touchpoints, media launches, specialist thought leadership and other approved campaign formats.

Akij Mediplex will retain final authority over medical and diagnostic information, public statements, campaign budgets, media approvals, patient related communication and major brand decisions. Vynzo Media will manage the approved campaign planning and execution structure.

Our role is to reduce the burden of coordinating multiple vendors, field teams, media contacts and production suppliers while maintaining clear approval and commercial control for Akij Mediplex.

Yours sincerely,
Business Development Department
Vynzo Media



VM/AKIJM/CAMP/300926



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 Akij Mediplex. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

Vynzo Media proposes an on demand ATL, BTL, Outreach and PR service for Akij Mediplex that can be activated when an objective requires visibility or engagement beyond normal digital channels. The model combines campaign strategy, creative, vendor coordination, field execution, media communication, lead capture and reporting while keeping third party expenditure subject to Akij Mediplex approval.

What this changes

- Every campaign begins with a clear objective, audience, geography and measurable outcome so the execution mix is selected for a specific reason.
- ATL, BTL, outreach and PR activity can operate as one connected campaign when the objective needs both public visibility and targeted engagement.
- Vynzo can source quotations and coordinate approved media, fabrication, field and specialist vendors on Akij Mediplex behalf after budget approval.
- Outreach activity includes registration, lead capture and service enquiry handover where appropriate.
- PR turns service proof, specialists and institutional milestones into credible public stories that support the campaign beyond paid placement.
- Every campaign closes with execution reporting, lead or media output, operational learning and recommendations for the next location, format or message.

2. Our Understanding of the Requirement

Akij Mediplex requires a campaign partner that can plan and coordinate physical visibility, targeted outreach, events, media communication and public reputation activity without requiring Akij Mediplex to manage many separate suppliers directly.

The current planning model includes Dhaka outreach, corporate wellness and community outreach, health awareness, screening sessions, partner touchpoints, OOH formats and a PR programme around the Akij Mediplex brand, diagnostic and service proof and institutional authority.

Operating principle

Akij Mediplex chooses the objective and budget. Vynzo Media builds the campaign structure, sources approved

- Support citywide awareness through ATL and outdoor visibility where mass reach is required.
- Run targeted BTL activity for corporate, community and partner audiences where direct engagement matters.
- Coordinate outreach activations with registration, lead capture and service enquiry handover.
- Build PR around the Akij Mediplex identity, specialists, quality credentials and service proof.
- Use approved media and creator activity to strengthen public trust.
- Coordinate vendors, printing, fabrication, field teams and logistics.
- Report visibility, leads, attendance, media output and operational learning so the next campaign can be improved.
- Use post campaign evidence to refine the next location, audience, message and execution mix instead of repeating the same activation pattern.

Creative Designer	Creates outdoor, print, booth, campaign and supporting communication assets.
Production Specialist	Captures and edits campaign film, specialist content, event coverage and supporting visual material.
Media Planner and Analyst	Coordinates outdoor, print and approved media buying, visibility tracking and campaign reporting.
Marketing Operations and CRM Lead	Manages registration, lead capture, data handover, tracking and campaign operations.
Field and Zone Coordinator	Coordinates field teams, vendors, materials, monitoring and execution across approved locations.

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 Akij Mediplex management, approvals, service priorities and access needs. Once the working model is established, coordination will follow the practical needs of the service.

Activation mix

- Campaign format follows the approved objective, audience, geography and visibility need.
- Outreach activity can combine corporate, public, community and partner engagement.
- Outdoor planning can use static billboards, digital LED, bridge panels, transport branding, directional formats and service vehicle branding where appropriate.
- PR planning can connect the campaign with media launch, specialist commentary, sponsored features, health talk content, creator partnerships and patient stories with approval.
- External media, venue, fabrication, field support and manpower costs remain subject to Akij Mediplex approval and are separated clearly from Vynzo planning and management.

7. Monthly Deliverables and Campaign Capacity

Area	Included Monthly Capacity
Campaign plan	Objective, audience, message, geography, channel mix, vendors, budget and measurement structure.
Outreach zones	Dhaka planning may be divided into North, Central, South and West operational zones.
Corporate health activity	Health camps, screening and employer outreach according to the approved campaign.
Public activations	Community outreach, club activity and screening sessions and other approved public engagement.

Healthcare partner touchpoints	Stickers, counter cards or approved partner material across selected pharmacies.
Outdoor media	Billboards, LED screens, bridge panels, transport branding, signs and vehicle wraps.
PR activity	Media launch, features, specialist commentary, TV health content, creators and patient stories.
Reporting	Campaign results, leads, media output, learning and next recommendations.
Reporting rhythm	Monthly performance and activity review with next priority recommendations.

Ground model The sample ground plan divides Dhaka into North, Central, South and West zones so field teams can work around traffic and audience concentration. Activation format should vary by area rather than repeating one generic approach.

Activation examples include corporate wellness, community outreach and screening, awareness sessions and partner touchpoints with registration or referral pathways.

Outdoor examples The planning model includes 8 static billboards, 4 digital LED screens, 10 foot overbridge panels, 20 buses, 1,000 rickshaw hood placements, directional banners and vehicle wraps as illustrative formats.

PR examples The PR plan includes a media launch, sponsored features, 8 TV health talk episodes, monthly specialist commentary, health education creators, specialist video, patient stories, CSR and crisis readiness.

8. ATL BTL Ground and PR Operations

Campaign operations

- Campaign objective and message
- Corporate activation planning
- Community activation planning
- Corporate and community outreach coordination
- preventive health and awareness sessions
- Pharmacy partner touchpoints
- Outdoor media coordination
- Field support and field management
- Lead capture and service enquiry handover
- Campaign reporting

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

PR and communications support

- Press release drafting
- Corporate announcement support
- Specialist 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 the approved campaign requires a deeper specialist resource.

ATL BTL and ground execution

- Printing coordination and production support
- Flyers brochures standees banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Onsite visits and material movement
- Corporate wellness, branch outreach and community health coordination
- Event and booth logistics
- Temporary field support coordination
- Shoot logistics and field support
- 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 Akij Mediplex approval before material expenditure is committed and will then manage the approved supplier and execution.

9. Campaign Production and Vendor Management

For approved campaigns, Vynzo Media may coordinate printing, fabrication, outdoor media, venues, field teams, production, event suppliers and other external resources. Akij Mediplex will approve the relevant external budget before material expenditure is committed. Vynzo Media will then manage the approved supplier within the campaign scope and report the execution status.

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	Akij Mediplex 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 Akij Mediplex.

The engagement is designed to be adjustable. Akij Mediplex 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 campaign capacity between zones, formats, vendors or audience segments according to live performance and operational needs.
Add specialist	Add PR, media, activation, creative or field specialists when required.
Remove specialist	Reduce a recurring campaign resource where it is no longer required and agree the revised commercial structure.
Add capacity	Keep the campaign plan while adding field teams, locations, media or production.
Separate project	Commission a major city campaign, launch or activation through a separate quotation.

Main Add On categories

Main Add On Categories	
Add On Category	Examples
Content and Production	Campaign film, additional photography, outdoor adaptation, event coverage, premium brand film or specialist production.
People and Specialist Capacity	Additional field support team, field coordinator, PR specialist, media planner, designer, producer or temporary campaign team.
PR and Communications	Press launch, media relations, executive positioning, specialist positioning, crisis response or reputation support.
Outreach and Activation	Corporate wellness, community outreach and branch booth production, field support and campaigns or awareness campaign.

Digital and Technology	Campaign microsite, registration page, CRM support, QR capture, analytics or marketing automation.
Special Projects	Large service launch, new facility launch, citywide rebrand campaign, employer campaign or major institutional initiative.

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

11. Campaign Commercial Model and Media Placement

ATL, BTL, outreach activation and PR are activated according to campaign need. There is no fixed universal campaign price because venue, media, fabrication, field support, printing and specialist costs vary materially. Vynzo Media will prepare an approved quotation and distinguish its planning and management scope from third party actual costs.

Campaign Cost Layer	Commercial Treatment
Vynzo planning and management	Scoped separately if activated
Media placement	Third party actual cost with approval
Venue, printing and fabrication	Third party actual cost with approval
Field and outreach manpower	Third party actual cost with approval
Specialist PR or production resource	Separate approved quotation

Where additional setup, tracking, specialist work or external cost is required, Vynzo Media will communicate the requirement for Akij Mediplex 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 Akij Mediplex approval.

12. Governance, Approval and Performance Principles

Akij Mediplex approval retained

- Medical and diagnostic information
- Sensitive medical communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Patient 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.

Akij Mediplex responsibilities

- Timely approvals
- Accurate service information
- Medical and diagnostic validation
- Relevant specialist and team availability
- Facility access
- Required platform access
- Internal coordination
- Patient permission where applicable
- Approved external budgets

Where a required Akij Mediplex 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 bookings, patients, 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 Akij Mediplex 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
- Patient journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Akij Mediplex specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Akij Mediplex confidential competitive strategy.
- Akij Mediplex data and custom audiences will not be reused for another client.
- Akij Mediplex 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.

Healthcare communication discipline

Akij Mediplex retains medical and diagnostic authority over medical information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Akij Mediplex. Medical claims and sensitive medical and diagnostic communication should be reviewed by the appropriate Akij Mediplex representative before publication where required.

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

Confidentiality principle

Akij Mediplex specific intelligence stays Akij Mediplex specific.

14. Separate Technology Support

Where Akij Mediplex 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	AKIJ Mediplex Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Patient 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	Patient 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 Akij Mediplex is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

Company profile: www.leznit.com

15. Scope Confirmation and Key Terms

ATL, BTL, Outreach and PR Service Scope scope

The proposed scope is based on the recommended operating model described in this proposal. Standalone activation, additional capacity or third party requirements will be confirmed separately where needed.

Included in the proposed scope

- Campaign strategy and execution planning
- ATL and outdoor coordination
- BTL and targeted engagement planning
- Outreach activation management
- PR campaign planning and communication
- Vendor sourcing and quotation coordination
- Creative and campaign material coordination
- Field support and field team coordination
- Lead capture and handover planning
- Media and journalist coordination where approved
- Execution monitoring
- Post campaign reporting and recommendations
- Media and field monitoring
- Approved lead capture coordination

Items outside the proposed scope

- Outdoor media placement cost
- Venue rental
- Large printing and fabrication cost
- Temporary field support cost
- Professional talent fees
- Influencer or creator fees
- Large event manpower
- Specialist PR consultant fees
- Specialist crisis communication fees
- Studio rental and special production equipment
- Large production crews
- Major travel expenses
- Permits and government fees
- Large activation production costs
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses
- Government permit fees
- Specialist city research or measurement projects

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 Akij Mediplex representatives, confirmation of priority services 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 Akij Mediplex priorities, campaigns, service 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 Akij Mediplex Limited for the dedicated ATL, BTL, Outreach and PR 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/AKIJM/CAMP/300926

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.

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