



vynzomedia

BUSINESS PROPOSAL FOR PERFORMANCE MARKETING SERVICES

Date / September 30th, 2026

Company/ Akij Mediplex Limited

Prepared specifically for authorised review by Akij Mediplex Limited

www.vynzo.ca



BUSINESS PROPOSAL FOR PERFORMANCE MARKETING SERVICES

To:
Management
Akij Mediplex Limited
Dhaka, Bangladesh

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

Dear Akij Mediplex Management,
Following our recent discussions, Vynzo Media is pleased to submit this formal proposal for the provision of Performance Marketing services to Akij Mediplex Limited.

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

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

Akij Mediplex will retain authority over its advertising priorities, approved content, clinical 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 Akij Mediplex Limited and look forward to establishing a professional and measurable working relationship through this initial engagement.

Yours sincerely,
Business Development Department
Vynzo Media



VM/AKIJM/PERF/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 Limited. The engagement remains subject to the terms accepted by the parties and any subsequent formal agreement executed between them.

1. Executive Summary

Vynzo Media is pleased to submit this proposal for an initial Performance Marketing engagement with Akij Mediplex Limited.

The current engagement is limited to paid digital performance marketing. The objective is to establish a measurable working relationship, understand Akij Mediplex's actual advertising economics, and demonstrate Vynzo Media's capability through campaign planning, execution, optimisation, reporting and performance measurement.

The initial thirty day campaign is structured around a BDT 150,000 net media budget. Vynzo Media recommends beginning with a controlled pilot before materially increasing future media exposure because full historical advertising account data, campaign history, audience performance and current acquisition benchmarks have not yet been reviewed.

Where advertising platform settlement is processed in foreign currency, the final settlement value will follow the actual card or bank conversion rate applied at the time of payment.

The purpose of the first campaign period is to establish evidence. Once the account is reviewed and actual performance data is available, future budget recommendations can be based on measured acquisition cost rather than assumption.

2. Our Understanding of the Requirement

The initial engagement covers Performance Marketing only. Vynzo Media will remain Akij Mediplex **Limited's** primary performance marketing partner and point of communication for the engagement.

Included in the pilot

- Campaign research and planning
- Meta campaign setup and management
- Audience and budget structure
- Campaign monitoring and optimisation
- Tracking and UTM recommendations
- Copy and creative recommendations
- Performance analysis and reporting
- Management communication and next step recommendations

Not included in the pilot

- Full social media management
- Monthly organic content management
- Full content production
- SEO and AEO
- PR and communications
- ATL and BTL activity
- Outreach activations
- Website or software development

3. Commercial Structure

The pilot media budget is set at BDT 150,000 for a thirty day campaign period. This represents the approved net advertising allocation before applicable statutory VAT. Where platform settlement is processed in foreign currency, the final value will follow the actual card or bank rate applied at the time of payment.

Item	Commercial Basis	Notes
Media budget	BDT 150,000	Net thirty day media allocation before applicable statutory VAT.
Applicable VAT	15% = BDT 22,500	Statutory government VAT, separate from media delivery and Vynzo management income.
Vynzo management fee	10% = BDT 15,000	Calculated at 10% of the approved net media budget.

Estimated total commercial provision: BDT 187,500. Vynzo Media will not exceed the approved media commitment without written approval from Akij Mediplex.

4. Why the Engagement Starts as a Controlled Pilot

Historical account access

Vynzo Media has not yet reviewed Akij Mediplex's complete campaign history, account quality, tracking setup, audience performance or historic acquisition cost.

Creative dependency

Akij Mediplex will provide the primary approved advertising content. Performance will therefore remain partly dependent on the quality, format, message, offer and conversion strength of the supplied creative.

Healthcare advertising restrictions

Meta may apply restrictions to sensitive healthcare targeting, account classification and lower funnel measurement. The actual account environment needs to be reviewed before campaign assumptions are finalised.

Evidence before scale

The first campaign is intended to establish real cost per enquiry, qualified lead, booking or service enquiry, confirmed booking and completed service visit where those outcomes can be measured.

5. Advertising Account Access

Before or immediately after campaign commencement, Akij Mediplex should provide the access reasonably required for **Vynzo Media** to review and manage the approved advertising activity.

- Meta Business Manager
- Meta Ads Manager
- Relevant Facebook and Instagram assets
- Account Quality
- Events Manager where applicable
- Historical campaign performance
- Existing audiences where legally and technically available
- Relevant landing pages and enquiry paths
- Relevant reporting information

The performance figures in this proposal are planning estimates prepared before full account access. Following account review, VynzoMedia may refine the campaign assumptions or execution structure where the available historical data materially differs from the assumptions used in this proposal.

6. Creative Responsibilities

Akij Mediplex will provide the primary approved content and creative material required for the campaigns unless otherwise agreed.

Vynzo Media may recommend changes to the following where campaign data or advertising best practice indicates that an adjustment may improve performance:

- Advertisement copy
- Bangla messaging
- Opening hook
- Call to action
- Video length and format
- Static creative format
- Headline and offer presentation
- Landing destination
- Creative variation

All medical claims, clinical statements and brand sensitive communication remain subject to Akij Mediplex Healthcare approval. If recommended creative adjustments cannot be implemented, Vynzo Media will continue to optimise the media delivery within the approved material available, but performance expectations must be interpreted with that limitation.

7. Campaign Execution Process

1. Access and review
2. Campaign priority and objective confirmation
3. Creative review
4. Campaign structure and audience planning
5. Budget and communication approval
6. Campaign launch
7. Ongoing monitoring and optimisation
8. Performance measurement
9. Management reporting
10. Scale, maintain, revise or stop decision

8. Indicative Thirty Day Performance Planning

The following figures are reference planning estimates for approximately USD 1,000 of net Meta media spend based on the supplied Akij Mediplex campaign report. The approved pilot media allocation is BDT 150,000. Higher or lower media expenditure may change delivery and conversion volume; results are not expected to scale in exact proportion.

Metric	Conservative	Expected	Strong
Impressions	200,000	350,000	500,000
Reach	100,000	175,000	250,000
Landing page visits	3,000	5,250	7,500

Leads or enquiries	150	200	350
Cost per lead	USD 6.67	USD 5.00	USD 2.86
Qualified leads	60	90	175
Booking enquiries		60	120
Confirmed bookings	25	40	80
Completed service visits		32	65

The Strong scenario is an upside planning case and is not a contractual commitment.

9. Success Criteria

Success will not be judged by lead volume alone. The pilot should be evaluated using efficiency, lead quality and downstream service demand and booking intent.

KPI	Initial Planning Benchmark
Cost per lead	Approximately BDT 827 or lower where practical
Cost per messaging conversation	Track and establish benchmark after week one
Cost per qualified lead	Approximately BDT 2,067 or lower where practical
Cost per confirmed booking	Approximately BDT 4,960 or lower where measurable
Cost per completed service visit	Approximately BDT 6,200 or lower where measurable
Return on advertising spend	Target to be agreed after attributed revenue data is available

10. Attribution and Patient Journey Measurement

Meta reporting alone may not show the full service journey. Where possible, Vynzo Media and Akij Mediplex Healthcare will connect campaign data with aggregated healthcare outcome information.

The intended measurement path is:

- Advertisement exposure
- Enquiry
- Qualified enquiry
- Booking or service enquiry
- Confirmed booking
- Patient visit
- Attributed revenue where available

Vynzo Media will use UTM links and campaign identifiers where appropriate. Akij Mediplex should reasonably assist with aggregated booking, completed service and revenue outcome data where available. Patient identifiable information should not be shared unless genuinely necessary and appropriately authorised.

11. Meta Healthcare Advertising Considerations

Healthcare advertising may be affected by Meta health and wellness restrictions, sensitive targeting limitations and lower funnel measurement restrictions. **Vynzo Media** will review the actual account environment after access is provided.

If restrictions apply, campaign objectives may rely more heavily on messaging, lead forms, traffic or other permitted objectives, with appointment and completed service outcomes measured through Akij Mediplex records where practical.

12. Media Funding and Reimbursement

As a commercial accommodation during the initial pilot, approved media expenditure may be temporarily funded through the Canadian operating structure under LEZNIT SOFTWARE CORP. This facilitates campaign execution and does not create an indefinite credit facility.

- The approved net media commitment is BDT 150,000. Applicable 15% VAT is separate and estimated at BDT 22,500.
- Actual platform spend, statutory amounts and settlement records will be reconciled.
- Akij Mediplex will receive the applicable invoice or reimbursement statement.
- The management fee is 10% of approved net media spend, equivalent to BDT 15,000.
- Akij Mediplex will settle approved and documented media expenditure within fourteen calendar days unless otherwise agreed in writing.
- A materially larger future media budget may require advance funding, a rolling media deposit or a revised written credit arrangement.

If an undisputed reimbursement remains unpaid after the agreed period, Vynzo Media and LEZNIT SOFTWARE CORP. may pause further media funding until settlement is completed.

Vynzo Media remains Akij Mediplex's primary performance marketing partner and communication channel.

For Canadian corporate administration, media payment facilitation and associated commercial processing, Vynzo Media operates in Canada under **LEZNIT SOFTWARE CORP.**

- **BC Incorporation Number:** BC1550068
- **CRA Business Number:** 74505 7968
- **Business Address:** 1281 Hornby St 636, Vancouver, BC V6Z 0G8, Canada
- Telephone: +1 778 809 5074

Use of LEZNIT SOFTWARE CORP. for Canadian administration or media payment processing does not change **Akij Mediplex's primary service relationship with Vynzo Media.**

14. Tax and Statutory Treatment

Each party will comply with the tax, withholding, remittance and statutory obligations legally applicable to it.

The approved BDT 150,000 media budget is exclusive of applicable Bangladesh statutory VAT. A 15% VAT provision of BDT 22,500 is therefore included separately for commercial planning.

This VAT is a statutory government obligation and is separate from the net media budget and Vynzo Media's management fee. The payment card, bank or operational channel does not remove any Bangladesh side VAT obligation legally applicable to Akij Mediplex.

Foreign currency settlement will follow the actual card or bank rate applied at payment. Approximately BDT 124 per USD is used as the indicative planning rate as of the proposal date. Any other Bangladesh side statutory obligation remains the responsibility of Akij Mediplex unless applicable law requires otherwise.

15. Confidentiality, Data and Ownership

Each party will keep the other party's non public commercial, operational and technical information confidential, subject to disclosure required by law or competent authority.

The engagement should minimise access to patient identifiable information. Aggregated or anonymised data should be used wherever sufficient for campaign measurement.

Akij Mediplex retains ownership and primary administrative control of its Facebook and Instagram assets, Meta Business Manager, advertising accounts, audiences and existing data.

Akij Mediplex retains ownership of the original creative assets, logos, trademarks, medical content and materials supplied by Akij Mediplex. Vynzo Media retains ownership of its pre existing methods, internal tools and general professional systems.

16. Performance Principle and No Guarantee

Vynzo Media will use reasonable professional skill, active monitoring and optimisation to pursue the strongest practical result within the approved media budget and available campaign environment.

Advertising performance is influenced by factors outside Vynzo Media's control, including competition, auction conditions, creative quality, offer strength, website performance, service or booking availability, follow up speed, platform policy and patient decision making.

Accordingly, Vynzo Media does not guarantee a specific number of leads, appointments, completed service visits, revenue or return on advertising spend. Any forecast or indicative result in this proposal is a planning benchmark only.

17. Term, Changes, Suspension and Cancellation

The initial engagement will operate as a one month pilot beginning on the mutually agreed launch date after the required access, creative material and campaign priority are substantially available.

Any service outside Performance Marketing requires separate written scope and commercial approval.

Vynzo Media may reasonably pause campaign activity where approved media funding is exhausted, reimbursement is overdue, required access is unavailable, platform restrictions prevent continued delivery, Akij Mediplex requests suspension, or continued activity creates a material compliance risk.

Akij Mediplex may request that active campaigns be paused or terminated. Media expenditure already incurred or irrevocably committed remains payable. The management fee attributable to work already performed also remains payable.

18. Acceptance and Governing Terms

This proposal is intended to record the commercial and operational terms of the initial pilot. For evidentiary clarity, acceptance should be made by signature of an authorised representative of Akij Mediplex Limited or by explicit written acceptance from an authorised official email address.

Any material change requested at the time of acceptance will be treated as a proposed amendment and will require Vynzo Media's written agreement before becoming effective. Subject to any mandatory law applicable to LEZNIT SOFTWARE CORP. as a Canadian corporation, the accepted pilot engagement will be interpreted in accordance with the laws of Bangladesh. If a dispute cannot be resolved through good faith management discussion within fifteen business days after written notice, either party may refer the matter to arbitration in Dhaka, Bangladesh, in English, before one arbitrator, in accordance with the Arbitration Act, 2001 of Bangladesh, unless otherwise agreed in writing. The parties may later execute a more detailed Performance Marketing Service Agreement. Once executed, that agreement may expressly supersede the corresponding terms of this accepted proposal.

19. Future Scope

This proposal is deliberately limited to Performance Marketing. Successful completion of the pilot does not obligate Akij Mediplex to purchase any additional service and does not obligate Vynzo Media to provide additional services without an agreed scope.

If Akij Mediplex later requires Social Media Management, Content Production, SEO and AEO, PR, Brand Strategy, ATL, BTL, Technology or Integrated Marketing support, those services may be proposed separately.

20. Closing Statement

The purpose of this engagement is not simply to spend another advertising budget. The purpose is to establish a measurable system that shows what the media spend produced, what a qualified enquiry cost, what demand was created, which campaigns deserve more investment and which activity should be changed or stopped.

Vynzo Media proposes a controlled BDT 150,000 net media allocation for the initial thirty day pilot, supported by active optimisation and performance measurement. The management fee is 10% of net media spend and applicable statutory VAT remains separate. The resulting evidence will guide the next budget decision.

21. Acceptance

For Vynzo Media


24th Sept, 2026

Rafid Amin Khan
Chief Executive Officer

Email: rafid@vynzo.ca

Phone Number: +1 (604) 363 2404



For Akij Mediplex Limited

Date:

Name:

Designation:

Email/Contact Num:

