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Proposal to Establish a Strategic Marketing Collaboration through Memorandum of Understanding

Date / September 30th, 2026

Company/ Akij Mediplex Limited

Prepared specifically for authorised review by Akij Mediplex Limited

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PROPOSAL TO ESTABLISH A STRATEGIC MARKETING COLLABORATION THROUGH MEMORANDUM OF UNDERSTANDING

To:
Management
Akij Mediplex Limited
Dhaka, Bangladesh

Date of Issue: September 30th, 2026

Reference: VM/AKIJM/MOU/300926

Dear Akij Mediplex Management,
Following our recent discussions and the commencement of our Performance Marketing engagement, Vynzo Media would like to propose establishing a broader strategic relationship with Akij Mediplex Limited through a Memorandum of Understanding.

The purpose of the proposed MOU would not be to commit Akij Mediplex to any fixed monthly service, mandatory expenditure or exclusive engagement. Instead, it would establish Vynzo Media as an ongoing strategic marketing resource that Akij Mediplex may consult whenever a new campaign, communication requirement, digital initiative, brand activity or other marketing opportunity arises.

Under the proposed arrangement, Vynzo Media would remain available to provide preliminary strategic consultation, campaign direction, concept development, feasibility input, marketing recommendations and initial scope planning on a complimentary basis where reasonably required.

This would allow Akij Mediplex to access strategic marketing support without the need to initiate a new agency engagement for every individual requirement.

Where a requirement subsequently involves execution, production, media, technology, manpower, vendors or other paid services, the relevant scope, commercial terms, timeline and responsibilities would be agreed separately before commencement.

As part of the proposed relationship, we would also request that Vynzo Media be given the opportunity, where commercially practical, to review relevant future marketing requirements and submit its proposed approach before Akij Mediplex appoints an external execution partner.

Akij Mediplex would retain full discretion regarding whether to proceed with any proposal, campaign or service presented by Vynzo Media.

We believe this framework would create a more efficient relationship between the two organisations, allowing Vynzo Media to develop a deeper understanding of Akij Mediplex while giving the onsite access to ongoing strategic support without creating unnecessary fixed commitments. If this principle is acceptable, Vynzo Media would be pleased to submit a concise Memorandum of Understanding for review and mutual execution.

Yours sincerely,
Business Development Department
Vynzo Media



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