vynzomedia

Integrated Brand and Growth Proposal

Date / November 09 , 2026

Company/ Agora Limited

Prepared specifically for authorised review by **Agora Limited**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Agora Limited
Dhaka, Bangladesh

Date of Issue: November 09 , 2026
Reference: VM/AGORA/IMO/110926

Dear **Agora Superstores Management,**
Following our recent discussions, review of Agora Superstores'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 Agora not as an isolated external agency, but as an extension of the superstore'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 Agora's marketing activities, improve visibility across digital and search channels, and better connect the superstore's product capabilities with shopper and public communication.

Agora will retain final authority over product information, sensitive communication, shopper related matters, major brand decisions, priorities 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 Agora's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/CONT/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 operational engagement with Agora. All retail offers, operational arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Agora Superstores 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 Agora'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. Agora will retain final authority over product information, sensitive communication, major brand decisions and approved priorities. 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 shopper needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Agora 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 Agora priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Agora approval.

2. Our Understanding of the Requirement

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

The current opportunity is particularly important because Agora has strong product 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 retail offers.

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 Agora retail offers, store teams and shopper needs.
- Improve the connection between awareness, search, consideration, store team discovery, ordering intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve product and outlet discoverability 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 Agora does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Agora access to additional specialists without permanently increasing the fixed team where the need is temporary.

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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 Agora so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Agora retail offers, brand context, communication priorities, superstore requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Shopper journey review	Review visible touchpoints from discovery and consideration through store team search, enquiry, ordering, visit and follow up to identify communication gaps and opportunities.
Product and outlet mapping	Map priority retail activities, store teams, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant product, brand, scope and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Product and outlet visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Shopper discovery, consideration and ordering touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture current store team, shopping, 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 Agora.

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 shopper attention appears to be changing and where Agora 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 retail offers, store teams, campaigns or shopper segments should receive greater focus next?
Identify friction	Where is the shopper 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 Agora management, product or scope 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. Agora may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between marketing disciplines. Material changes in recurring capacity will be confirmed together 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, store team talking 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.

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Creative Designer	Social creative, campaign design, shopping communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, store team videos, retail videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Store team shoots, portraits, product photography, store photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, product discoverability, store team 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 Agora's management team, departments, store teams, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate superstore visits approximately as mutually agreed where required, with additional visits where operationally necessary.

Content mix

- Agora may add an ongoing specialist where the need is recurring and strategically important.
- Agora 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 operational value and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material change in recurring specialist support will be discussed and agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Creative Delivery Approach
Social content	Original social content aligned with approved priorities
Additional design	Creative design requests aligned with the agreed working priorities and capacity
Video production	Video and motion content produced as scoped
Photography	Photography coordinated as mutually agreed

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Reactive production	Reactive field production where a need emerges subject to approval and available capacity
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 staff stories, product education, seasonal campaigns and retail content. 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 may be adapted to each platform as needed under the mutually agreed scope.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, staff announcements, recruitment materials, brochures and presentation visuals
These requests use the same available creative capacity.

Production capacity
Agreed video capture may include store teams, product storytelling, educational content, retail films, interviews, outlet activities, campaign content, brand storytelling and PR related production. Each approved production activity can support suitable edits. Store and product photography can include staff, products, community, corporate, retail campaigns and approved visual library development.

Photography may cover fresh products, retail locations, store teams, brand moments and community activity, content, corporate imagery, campaign imagery and approved visual library development.
Reactive production may be planned with the team when capacity and context allow.
operational feasibility allow. If reactive work affects agreed priorities, equivalent activity may be reprioritised after joint review and mutual agreement.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Product discoverability
- Outlet discoverability
- 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.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Store team 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
- Superstore 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 proposal collection and approved supplier coordination

Where an activity requires external coordination, Vynzo Media will present the proposed scope and process for Agora approval before specialist work is commissioned. Following approval, Vynzo Media may coordinate the supplier and execution on behalf of Agora.

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. Agora will normally provide reasonable access to the relevant store, store team, 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 require a mutually approved separate scope.

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.
Scope review	Relevant scope, suppliers and deliverables are reviewed.
Approval	Agora approves the external scope 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 Agora.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Agora 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 marketing disciplines.
Adjust specialists	Reduce a recurring specialist role where it is no longer required and agree the revised operating structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Specific initiative	Commission a large campaign, launch, activation, film or technical project through a separate work agreement.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, store team 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, store team 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, grocery awareness activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New product campaign, new store launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Specialist requests may be considered within a mutually agreed project scope or approved delivery framework depending on the requirement.

11. Performance Marketing and Paid Media

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 periods, paid media operations can be activated only when approved campaigns become active.

Media Activation Approach	Management and Review
Media readiness review	Agreed scope
Audience and creative testing	As approved
Campaign performance review	Reviewed plan
Conversion measurement review	Shared goals
Optimization planning	Deployment follows agreed work priorities and team readiness

Before launch, campaign setup and conversion tracking will be validated against the approved operating plan and existing systems. Additional requests remain subject to mutual scope review and written approval.

Paid media principle

Activation follows approved priorities, validated measurement, clear brand standards and operational readiness. Any expansion is discussed with Agora in advance under an agreed framework.

12. Governance, Approval and Performance Principles

Agora approval retained

- Product information
- Sensitive product communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Shopper related sensitive content
- Additional external priorities
- 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.

Agora responsibilities

- Timely approvals
- Accurate product information
- Product validation
- Relevant store team and team availability
- Store access
- Required platform access
- Internal coordination
- Shopper permission where applicable
- Approved external priorities

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

Performance principle

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

For this reason, Vynzo Media does not guarantee a predetermined number of orders, shoppers, leads, rankings, impressions, revenue or other operational 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 Agora 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
- Product information
- Internal research
- Shopper journey insights
- Operating information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

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

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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

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

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

Confidentiality principle

Agora specific intelligence stays Agora specific.

14. Separate Technology Support

Where Agora requires technology, software, application, web platform or digital infrastructure support, these retail offers 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 agreement.

Potential areas of support

Capability	Superstore Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Shopper 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	Shopper 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 Agora is coordinated communication between marketing and technology while maintaining clear shopping, operational and approval separation.

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15. Delivery Framework and Key Terms

Integrated Marketing, Brand & Growth Office Partnership

Scope set by mutual agreement

The proposed working model follows the agreed priorities and a coordinated specialist team described in this proposal. The team and service mix remain flexible, with changes considered and approved together whenever Agora changes priorities, adds campaigns or adjusts the specialist support needed for execution and review.

Included operating capabilities

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Creative content defined by approved scope
- Design support aligned with priorities and team availability
- Planned video and story production
- Product and store photography
- Reactive capture and specialist production when mutually approved and operationally feasible
- 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

Separately approved specialist activities

- Media activation and placement
- Specialist paid campaign coordination as needed
- Major ATL media planning
- Print and retail display production
- Creator and influencer partnerships
- Professional creative collaborators
- Venue and event logistics
- Promotional team coordination
- Extended event field teams
- Outdoor media coordination
- Specialist media relations where mutually approved
- Specialist reputation support
- Studio and specialized equipment coordination
- Expanded production team and complex sets
- Extended travel and location support
- Major retail activation delivery
- Specialist technology delivery through Leznit Software Corp.
- Other mutually approved specialist support

Final service agreement

The final service agreement should confirm agreed work scope, responsibilities, review cadence, access and approval governance, confidentiality, privacy and data handling, intellectual property, external partners and responsibility, client dependencies, additional work, scope updates, platform dependencies, reasonable liability provisions, termination and handover.

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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 Agora representatives, confirmation of priority retail activities 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 Agora's priorities, campaigns, store needs 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 strategic, operational and marketing structure for Agora Limited based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, operational 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

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