

From
Unity
Media

3x trams for 12 weeks including production = HKD 690,000

UNITY MEDIA PTE. LTD.
Block 13, Lorong 8 Toa Payoh, #04-02, Braddell Tech, Singapore 319261



MEDIA CONTRACT

Client : PENANG GLOBAL TOURISM
Address : No. 8-B (1st Floor), The Whiteaways Arcade, Lebuh Pantai,
George Town, 10300, Penang, Malaysia
Attention : Mr. Ooi Chok Yan, Chief Executive Officer
Advertiser : Penang Global Tourism
Product : Penang Global Tourism
Region : Hong Kong

Contract Date : 14 April 2015
Contract No. : UM-1083/15-PGT
Our Ref. : PGT/PGT/15-0066
Contract Type : New
Telephone : +604 264 3456
Facsimile : -
Campaign Period : 15 June 2015 to 06 September 2015

The undersigned ("Client") PENANG GLOBAL TOURISM hereby contracts with ("Company") UNITY MEDIA PTE. LTD. for outdoor advertising structures operated by the Company for the product or services named herein, upon all terms and conditions set forth and back hereon and the annexed schedule(s) for a period of **15 JUNE 2015 to 06 SEPTEMBER 2015**.

Description	Total COST (HKD)	Total COST (SGD)
MEDIA Iconic Tramcars 1). Media : Iconic Wholly Painted Tramcars Quantity : 3x Tramcars Commencement : 15 June 2015 to 06 September 2015 (12 Weeks)	\$ 634,500.00	\$ 112,300.88
PRODUCTION 1). Production : 3x Iconic Wholly Painted Tramcars Wrap	\$ 55,500.00	\$ 9,823.01
Exchange Rate @ SGD 1 = HKD 5.65	RM323,677 \$ 690,000.00	RM329,227 \$ 122,123.89

Payment Terms :
50% - Upon confirmation of contract
50% - Upon commencement of campaign

TOTAL CONTRACT VALUE (HKD) \$ 122,123.89

The acceptance of this order by the Company shall constitute a contract including conditions as contained on both sides hereof, and schedule(s) annexed herewith.

TERMS AND CONDITIONS

- We hereby confirm our instructions to proceed with the above Order. We further confirm that the above Insertion Particulars are correct.
- We acknowledge that UNITY MEDIA shall have the right to make changes or variations to the Order including but not limited to right to delay, postpone, re-schedule or defer the execution of this Order. In the case where the Order is to be placed in a publication, UNITY MEDIA shall have the right to make changes, variation or to reposition the Order. We agreed that we will remain liable to pay the charges indicated herein despite any changes or variations to this Order.
- We confirm that UNITY MEDIA shall not be liable in any way whatsoever due to any changes or variations to the Order. We also confirm that UNITY MEDIA shall not be liable in any way whatsoever if the relevant media entity/entities concerned refuse(s) or fail(s) to make, publish, broadcast the Order or if the relevant Media entity/entities make(s) any changes or variations to the Order.
- We agreed that we shall be liable to pay the full charges as indicated herein if we give instructions to cancel or vary the Insertion Particulars or any part thereof (including Insertions not yet made/publish/broadcast/etc) in the relevant media at the time of the cancellation/variation, provided that if the media entity/entities make(s) any refunds to UNITY MEDIA on account of such cancellation/variation, UNITY MEDIA may in its sole discretion refund such monies received or any part thereof from the media entity/entities to us.

Approved By :
UNITY Media Pte. Ltd.

Authorised Signatory

Accepted and Confirmed By :
PENANG Global Tourism

PENANG GLOBAL TOURISM SDN BHD (50689-1)
No. 8B, First floor
The Whiteaways Arcade, Lebuh Pantai
George Town, Penang
Tel : 04 - 264 3456 Fax : 04 - 264 3455

JCDecaux Cityscape Proposals for Penang Global Tourism

Attn : Ms. Su Aziz

Contact no. : +604 264 3456

Email : suaziz@penangglobaltourism.com

Prepared by : Samantha Lau
Oct 2014

Comparison quote from JCDecaux :-

3 trams for 12 weeks
(inclusive of production)

HKD 799,200

Hong Kong



Prestige at Street Level
Icons of Hong Kong

Macau



Macau's Leading Outdoor Media

Power of Cityscape – Option 2

Bus Shelter + Tramcar Advertising
Locations: ROS of Shelters + Along Hong Kong Island

Entitlements	Duration	Total Gross Rate	Production Cost
50 PCS X Premiere Panels Location: Run of Shelters	Any 3 Weeks in between May – Jun 2015	HK\$1,052,875	Inclusive (1 version)
3 X Iconic Tramcars	Any 4 Weeks in between May – Jun 2015	HK\$248,400	HK\$54,000 <i>18,000 per hour</i>
*15% peak season loading will be applied during Mar – May & Sep – Dec	Total Cost	HK\$970,000 *Production Inclusive	

3 X Trams x 4 weeks = 248,400

12 weeks = 745,200 + production 54,000

= 799,200



Prestige at Street Level



Icons Of Hong Kong