

Unity media:
HKD 811,264

Client : PENANG GLOBAL TOURISM SDN. BHD.
Address : 8-B (1st Floor), The Whiteaways Arcade, Lebuhr Pantai,
George Town, 10300, Penang, Malaysia
Attention : Ms. D' Yani Ramoo, Communications, Senior Assistant Manager
Date : 04 May 2016
Quotation No. : QUOTE16/0004-PGT
Campaign : International Travel Expo Hong Kong (16 to 19 June 2016)
Contract No. : UM-1151/16-PGT
Job Description : To Provide Media and Production for the Above Campaign

um
unitymedia
UNITY MEDIA PTE. LTD.
994, Bendemeer Road,
#06-06, B-Central,
Singapore 339943

QUOTATION

DESCRIPTION	QUANTITY	UNIT COST (HKD)	TOTAL COST (HKD)
MEDIA			
1). Out-Of-Home			
a). Media : 2x Wholly Painted Iconic Tramcars			
i). Commencement : 13 June 2016 to 04 September 2016 (12 Weeks)	2	\$ 19,500.00 /tram/week	\$ 468,000.00
ii). Commencement : 05 September 2016 to 02 October 2016 (4 Weeks)* * Waiver of 15% Loading	2	\$ 19,500.00 /tram/week	\$ 156,000.00
iii). Commencement : 03 October 2016 to 30 October 2016 (4 Weeks)** **15% Loading Applies	2	\$ 19,500.00 /tram/week	\$ 179,400.00
iv). Production : 2x Wholly Painted Tramcars Wrapped	2	\$ 20,000.00 /tram	\$ 40,000.00
GROSS Media Cost (HKD)			\$ 803,400.00
SPECIAL Media Cost (HKD)			\$ 771,264.00
ADD Production Cost (HKD)			\$ 40,000.00
TOTAL COST (HKD)			\$ 811,264.00

Terms and Conditions

- This includes the terms and conditions, any any other additional terms and conditions agreed in writing between PENANG GLOBAL TOURISM SDN. BHD. ("Client") and UNITY MEDIA PTE. LTD. ("Agency").
- Payments : 30 days upon commencement of campaign unless stated otherwise.
- All payments made are non-refundable. Any additional peripherals other than stated above will be chargeable.
- In the event of cancellation of this Project by Client after endorsement of quotation, ownership of all rights and the original works and documents produced by Agency shall be retained by Agency. A cancellation fee for work completed, based on the contracted price and all expenses already incurred, or 50% of the entire quotation, whichever is higher, shall be paid by Client.
- Any information provided by Agency to the Client ("Confidential Information") are confidential and proprietary to Agency. The Confidential Information is submitted or otherwise made available to Client by Agency strictly for the purposes of Client conducting business with Agency only. Confidential Information may not (whether in whole or in part) be copied (electronically, or photocopied), disclosed to, revealed or distributed to third parties and/or used for any other purposes without Agency's prior written consent.
- Accordance with the laws and regulations of Singapore. Any modification or amendment to this Agreement shall not be valid unless made in writing and signed by duly authorized representative of both parties. Any failure or delay by Agency to enforce compliance with any term or condition of the Project shall not constitute a waiver of such term or condition.
- This quotation are valid for 7 days from quote date above.

We trust that the above is in order. Should you have any queries please do not hesitate to contact the undersigned at +65 9667 0335 or email to jennet.kho@unitymedia.com.sg

Approved By :
UNITY Media Pte. Ltd.

Accepted & Confirmed By :
PENANG GLOBAL TOURISM Sdn. Bhd.

(Authorised Signature & Company Stamp)

Ms. D' Yani Ramoo, Communications, Senior Assistant Manager
(Signature & Company Stamp)

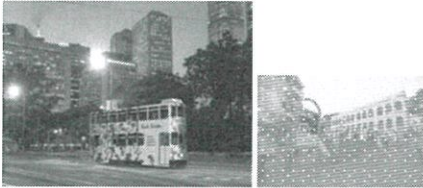
Hong Kong trams.

Comparison quote.

From JCDecaux: HKD 886,800

JCDecaux Cityscape

Tramcar Proposal for Penang Global Tourism



Ms. D'Yani Ramoo
Tel : +604 264 3456
Email: rdyani@penangglobaltourism.com

JCDecaux Cityscape

Impact with Heritage Icons

Impact with Heritage Icons

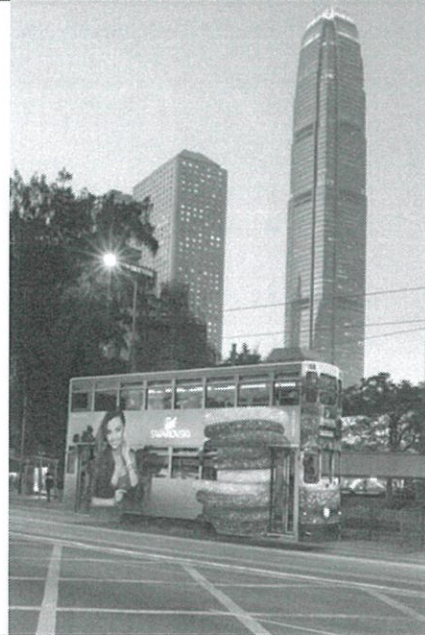
- A historical icon established in 1904 serving Hong Kong 112 years
- World's largest double-deck Tram Fleet
- Create significant impact to the brand in association with renowned national heritage values
- Make your brand an "Icons of Hong Kong" by becoming part of history



Icons of Hong Kong

Icons of Hong Kong

- **140 Tramcars** run in optimal speed
- **Single advertiser** owns the whole Tram Body
- **Moving Billboards** run through the Prime Commercial and Shopping Areas
- **6 routes** from west to east traverse the city heart
- **Guaranteed 15 journeys** per tramcar per day



ICONS OF HONG KONG

Prime Shopping

High Frequency

Premium Audience

Impactful

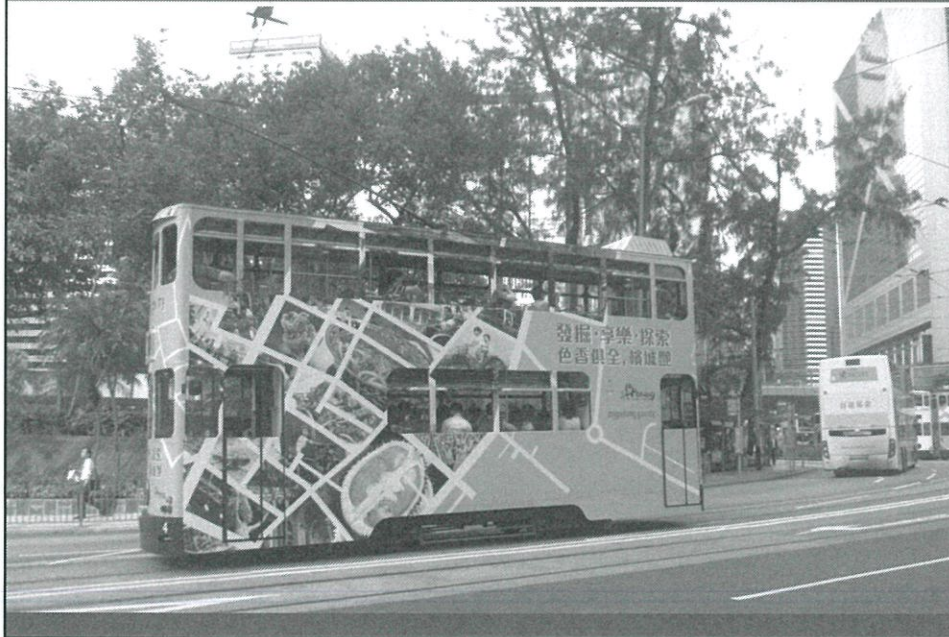
Optimal Speed

-Cost Effective

Iconic Tram

Campaign	Penang Global Tourism
Campaign Period	13 Jun – 30 Oct, 2016
Duration	20 weeks
No. of Tramcars	2 tramcars
Media Gross Rate	HK\$780,000 (\$19,500/tram/week)
Peak Season Loading	15% (applied from Mar – May and Sep – Dec)
Media Gross Rate	HK\$826,800 (8 weeks in peak season)
Production* Cost	HK\$60,000 (@\$20,000)
Grand Total	HK\$886,800 NETT

*Including material printing, installation, dismantling and repainting cost



Hong Kong trams

Comparison quote

From Mediaphus: HKD961,840

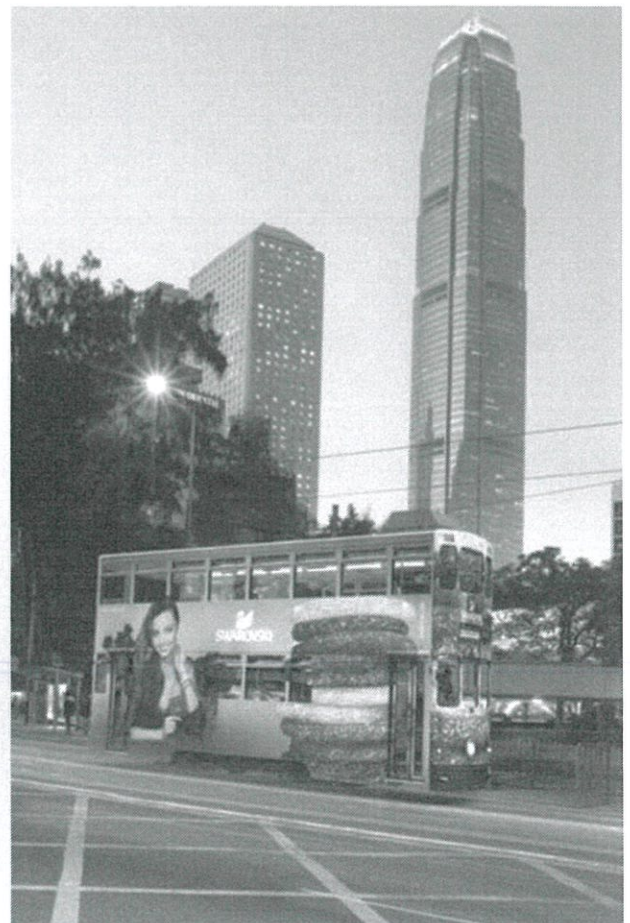
Tramcar Proposal for Penang Global Tourism



Icons of Hong Kong

Icons of Hong Kong

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- **Single advertiser** owns the whole Tram Body
- **Moving Billboards** run through the **Prime Commercial and Shopping Areas**
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- **Guaranteed 15 journeys** per tramcar per day



Signature Tram

Campaign	Penang Global Tourim
Campaign Period	13 Jun – 30 Oct, 2016
Duration	20 weeks
No. of Tramcars	2 tramcars
Media Gross Rate	HK\$864,000 (\$21,600/tram/week)
Peak Season Loading	15% (applied from Mar – May and Sep – Dec)
Media Gross Rate	HK\$915,840 (8 weeks in peak season)
Production* Cost	HK\$46,000 (@\$23,000)
Grand Total	HK\$961,840

Production lead-time : 21 days prior to the commencement date

Payment term : Payment in advance

*Including material printing, installation, dismantling and repainting cost

Contact for more details:

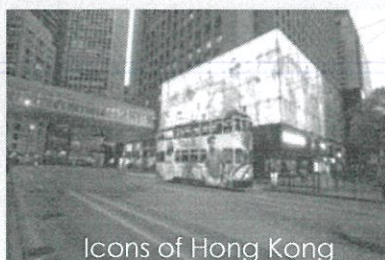
Kelly Yap

Client Servicing, Senior Executive

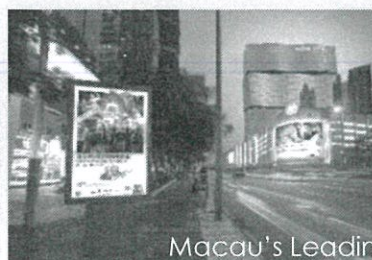
Mobile: 014 338 6938

Email: kelly_yap@emediaplus.net

Thank You!



Icons of Hong Kong



Macau's Leading Outdoor Media

