



6 April 2012

Ms Daisy Ooi
Group Managing Director
Hunza Properties (Penang) Sdn Bhd
5-4-8/11, Hunza Complex
Jalan Gangsa, Island Park
11600 Penang

Dear Ms Ooi,

SPONSORSHIP OF MOBILE APPLICATION

We hereby wish to refer to your earlier discussions with Ms Ooi Geok Ling on the mobile application sponsorship for Penang Global Tourism (PGT).

As you are aware, the sponsorship for PGT's mobile application will actually include the development of a mobile application for Gurney Paragon at no additional cost.

Convep Moblology has earlier submitted a proposal for Gurney Paragon's mobile application stating the cost of the development. I've attached herewith their proposal for your reference.

We understand that the mall will not be operational yet till the first quarter of next year. However, we wish to have your agreement on this sponsorship so that PGT can start off developing the application in the other platforms first. Once Gurney Paragon is ready to operate next year, Convep Moblology will have the application done for the mall then.

The sponsorship is **RM23,000** payable to Convep Moblology, who will start work on PGT's application on the other platforms. Note that Convep will absorb the maintenance cost of PGT's application until Gurney Paragon's application is up and running. After which there will be a maintenance fee of RM3,000 a month for the maintenance of both PGT and Gurney Paragon's mobile applications. Should payment for maintenance cease, the mobile application in the various platforms will no longer be available.

The sponsorship would include Gurney Paragon's logo on the homepage of PGT's application. I've attached herewith a sample of the visual. However, please be informed that it is yet to be finalised.

We would greatly appreciate if you could acknowledge your consent for this sponsorship by signing the space provided below.

Please do let us know should you have any further questions or concerns on the above.

Thanking you with much anticipation and looking forward to receiving your favourable reply soon.

Yours sincerely
Penang Global Tourism Sdn Bhd

D'Yani Ramoo
Communications Executive

I hereby confirm my acceptance to the sponsorship as stated in this letter.

Signatory & Official Company Stamp

Name: Daisy Ooi

Designation: Group Managing Director

Date:



Budget

Development cost: Nil

Implementation costs: **RM10,000/platform**

Maintenance cost (for mall with no more than 400 outlets):

- RM1,500/month/iPhone
- RM1,500/month/Blackberry
- RM1,500/month/Android
- RM1,500/month/Java phones
- Package price: **RM 5,000/month** (for 4 platforms)
- Minimum contract: 2 platforms of above
- Contract period: 12 months

Inclusive of:

- Updates on change of tenant
- Updates on change of floor plan
- Updates on mall information
- Ongoing & Upcoming events features
- Keywords functionality for tenants (advertising from tenants)
- Catalogues functionality for tenants (advertising from tenants)
- Promotions functionality for tenants (advertising from tenants)
- Vouchers functionality for tenants (advertising from tenants)

www.convep.com

Timeline

Implementation time: 6 weeks

Posting to App Store: 2 weeks

Total estimated time: 8 weeks

Implementation could only kick off with below confirmed

- Floor plan
- Tenant listings with reference to outlet number on floor plan
- Layout design / icons

GURNEY
PARAGON

EMERGE IN THE NEW WAVE OF PENANG



Top 5

What's Happening!



What's Nearby

Guide



Video

Contribute



Powered by Convep Mobiloggy