vynzomedia

Business Proposal and Commercial Quotation

Date / September 16th, 2026

Company/ Continental Hospital PLC

Prepared specifically for authorised review by Continental Hospital PLC

www.vynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

BUSINESS PROPOSAL FOR PERFORMANCE MARKETING

To: Management
Continental Hospital
PLC Dhaka, Bangladesh

Date of Issue: September 16th, 2026
Reference: VM/CONT/PERF/091626

Following our recent discussions and review of Continental Hospital’s growth priorities, we are pleased to submit this dedicated proposal for Performance Marketing and Paid Media management.

Our model is an optional demand service that Continental can activate when a doctor, service, package or campaign needs faster measurable reach and patient response.

The objective is to connect approved advertising spend with campaign strategy, creative, tracking, lead capture, booking intent, patient attendance and clear cost visibility rather than reporting only impressions and clicks.

Through this engagement, Vynzo Media can manage Meta, Google Search, Google Display, retargeting and other approved digital paid channels according to the service objective and available data.

Continental will retain full control over advertising budgets, clinical claims, offers, sensitive communication and final campaign approval. Vynzo Media will manage the approved setup, optimisation and reporting within the agreed scope.

Our role is to reduce wasted spend, improve visibility into the patient acquisition funnel and give Continental a controlled way to scale priority services when paid demand generation is appropriate.

Yours sincerely, Business
De□elopment 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 commercial engagement with Continental. All services, commercial arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

1. Executive Summary

Vynzo Media proposes an optional Performance Marketing service for Continental Hospital that connects approved media spend with targeting, creative, tracking, optimisation and patient action reporting. The service is activated only when Continental chooses to run paid campaigns, and the media budget remains separate from Vynzo Media's management fee.

What this changes

- Every campaign begins with one approved service objective, patient audience, conversion route and budget so paid media has a clear job before launch.
- Advertising spend remains separate and controlled by Continental while Vynzo manages the agreed campaign structure and optimisation process.
- Creative, landing route, call path and tracking are aligned before launch so the campaign can be judged against a complete patient response journey.
- Performance is reviewed through enquiries, bookings and attended patients, not clicks alone.

- Weak audience and creative combinations are reduced while stronger combinations receive more budget
- attention within the approved spend.
  Monthly reporting explains spend, patient actions, campaign learning and the next optimisation decision
- so Continental can see what the budget is producing.

2. Our Understanding of the Requirement

Continental requires a paid media partner that can connect campaign strategy with hospital services, doctor content, landing paths, call or WhatsApp response and booking outcomes. Paid campaigns should not operate as isolated media buying without visibility into what happens after the click.

The planning model includes a sample monthly advertising scenario of USD 1,000 split between Meta and Google Display. It is intended to explain the funnel logic and should be treated as an illustrative model rather than a guaranteed result.

Operating principle

Primary objectives

- Create a clear paid objective for each selected service, doctor, package or campaign.
- Build audiences using geography, intent, interest and retargeting signals according to the approved patient segment.
- Use approved creative and doctor content to improve campaign relevance.
- Track calls, messages, forms, bookings and patient attendance where data is available.
- Optimise budget based on lead and booking quality rather than reach alone.
- Maintain transparent management fees against approved advertising spend.
- Give Continental a repeatable paid growth model that can be activated, scaled or paused according to actual campaign need.
- Use monthly campaign learning to move budget toward the patient acquisition paths that show the strongest quality and commercial value.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

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 Continental so that recurring work begins with service context, clear priorities, access, approvals and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Campaign workshop	Align on service priorities, offers, target audiences, response channels, booking path and approval expectations.
Account review	Review Meta, Google, analytics, pixel, conversion actions, existing audiences and current campaign history.
Funnel review	Map the route from ad impression to click, message, call, form, booking and attended patient.
Creative mapping	Confirm available doctor video, static, landing page and service proof required for the first campaign.
Approval mapping	Confirm clinical, budget and management approvals required before media spend is activated.
Tracking planning	Set campaign naming, UTM logic, platform tracking, conversion events and reporting baseline.
Launch plan	Confirm budget, channel mix, test structure, optimisation rules and first review date.

4. Baseline Audit and Launch Production

At the start of active paid operations, Vynzo Media will verify the tracking baseline, campaign accounts, available audiences and first service offer. The objective is to ensure that approved advertising spend enters a measurable funnel with clear ownership and reporting.

Baseline review

- Approved monthly advertising budget
- Current platform account health
- Pixel and conversion tracking
- Website or landing page route
- Call and WhatsApp response path
- Lead quality and booking process
- Available creative assets
- Retargeting audience availability
- Initial cost and outcome baseline

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Initial production capture The launch period will include campaign setup, tracking verification, creative preparation and the first controlled test. Where new ad specific content is required, production may be drawn from the approved social or video production scope or quoted separately.

5. Monthly Marketing Audit and Priority Cycle

Paid activity should change according to performance. Vynzo Media will review spend, impressions, clicks, enquiry quality, booking rate, attendance, creative performance and audience quality before deciding where the next budget cycle should focus.

Monthly Step	Decision Question
Review	Review cost, lead quality and patient action.
Diagnose	Diagnose weak audience or creative combinations.
Prioritise	Prioritise stronger services and conversion routes.
Identify friction	Identify landing, response or booking friction.
Reallocate	Reallocate budget toward better performing activity.
Approve	Approve new spend, offer or campaign direction.

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 this service. The structure is intentionally configurable. Continental may request that a specialist be added, removed or replaced, or may rebalance recurring capacity as priorities change. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
Performance Marketing Lead	Primary contact for campaign strategy, budget structure, platform oversight and monthly performance review.
Paid Media Specialist	Manages campaign setup, audience structure, bidding, optimisation and daily platform controls.
Tracking and Analytics Specialist	Manages UTM structure, conversion events, funnel measurement and source validation.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Creative Strategist	Aligns ad messaging, hooks, offers and creative testing with the selected patient objective.
Designer and Motion Specialist	Creates approved static, motion and format adaptations for paid campaigns.
Content and Video Specialist	Prepares doctor led or service led source material required for stronger campaign creative.
Landing and CRO Specialist	Reviews landing paths, calls to action, forms and conversion friction.
Account Coordinator	Coordinates approvals, budgets, reporting, hospital response feedback and campaign scheduling.

POC and onsite integration

The primary service lead will act as the main POC. During mobilisation and the early integration period, onsite or implementation coordination may be more frequent to understand Continental management, approvals, service priorities and access needs. Once the working model is established, coordination will follow the practical needs of the service.

Campaign management mix

- Each campaign begins with an approved service, patient audience and conversion route.
- Meta, Google and retargeting are selected according to the type of demand.
- Creative, landing path, call route and tracking are reviewed together because paid media cannot be judged fairly when the patient response path is incomplete.
- Optimisation focuses on lead quality, booked appointments and attended patients where the hospital can return the required data, not only clicks or impressions.
- Advertising spend remains under Continental approval and the management fee follows the approved spend tier so the commercial model is transparent before launch.

7. Monthly Deliverables and Campaign Capacity

Area	Included Monthly Capacity
Campaign strategy	Service objective, audience, channel mix, creative direction and conversion route.
Campaign setup	Approved platform setup, naming, audience structure, ads and conversion configuration.
Tracking	UTM structure, platform conversion review and funnel measurement where access allows.
Optimisation	Ongoing audience, creative, placement and budget optimisation during active campaigns.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Retargeting	Website, video, form or engagement retargeting where sufficient audience volume exists.
Lead quality review	Review of enquiries, bookings and attended patients where hospital response data is available.
Reporting	Monthly spend, results, cost, learning and next action summary.
Budget control	No media spend is committed beyond the amount approved by Continental.
Reporting rhythm	Monthly performance and activity review with next priority recommendations.

Illustrative budget model The current planning example uses USD 1,000 in monthly media spend, with USD 750 on Meta and USD 250 on Google Display. The example is designed to show how a campaign funnel may be modelled before live data replaces assumptions.

Illustrative funnel The sample model produces 1,026,000 impressions, 7,182 clicks, 867 enquiries, 195 booked appointments and 117 attended patients. These are planning assumptions and are not guaranteed outcomes.

Cost interpretation Under the sample model, blended media cost per booked appointment is approximately BDT 631 and media cost per attended patient is approximately BDT 1,052. Actual costs vary by service, competition, creative, landing experience and response quality.

Commercial principle The advertising budget remains separate from Vynzo Media’s management fee. New ad specific content or production may also be charged separately when the existing approved content library is not sufficient.

8. Paid Media Operations and Measurement

Performance scope

- Campaign objective planning
- Meta campaign management
- Google Search campaign support
- Google Display campaign support
- Retargeting audience management
- Creative testing
- Budget optimisation
- UTM and conversion review
- Lead quality analysis
- Monthly performance reporting

This activity is progressive and results depend on available access, approved information, execution quality, market conditions and hospital response. Vynzo Media will report clearly and will not guarantee a fixed commercial outcome.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Paid media management support

- Campaign objective planning
- Audience and service mapping
- Meta campaign management
- Google campaign support
- Retargeting strategy
- Creative deployment
- Budget pacing review
- Lead quality review
- Booking feedback review
- Monthly performance reporting

Performance marketing is activated only when Continental approves an active campaign. Media spend remains separate and the service is managed against the strongest available patient action data.

Tracking and creative support

- Tracking review
- UTM structure
- Pixel and tag coordination
- Landing path review
- Call and message route review
- Creative adaptation coordination
- Offer and message alignment
- External quotation collection
- Approved supplier coordination
- Campaign status reporting
- Post campaign learning review

Where additional development, advanced analytics, new landing pages, specialist production or another external resource is required, the cost will be presented for Continental approval before material work is committed.

9. Tracking Resources and Vendor Management

For active performance campaigns, Vynzo Media will manage the approved platform activity, tracking review, creative testing and optimisation within the agreed scope. Continental will approve the advertising budget and provide accurate service information, booking routes and response feedback. Media spend, specialist landing page development, major production and other external costs remain separate.

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.
Commercial review	Relevant quotation or cost information is obtained.
Approval	Continental approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed service scope.
Reporting	Relevant execution information and outcomes are communicated to Continental.

10. Flexible Capacity and Add On Menu

The engagement is designed to be adjustable. Continental may rebalance available capacity or activate additional specialist support without rebuilding the entire service structure.

How customisation works

Option	How It Works
Reallocate	Move approved budget between campaigns, audiences or platforms according to performance and service priority.
Add specialist	Add landing page, analytics, creative or technical support when required.
Remove specialist	Reduce a recurring support role where the campaign no longer requires it and agree the revised commercial structure.
Add capacity	Keep the campaign plan while adding services, creative testing or reporting depth.
Separate project	Commission a major launch, funnel, microsite or tracking project through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional ad creative, doctor filming, service video, campaign photography, motion assets or premium campaign production.
People and Specialist Capacity	Additional paid media specialist, analyst, CRO specialist, designer, editor or landing page resource.
PR and Communications	Campaign communication, creator support, press amplification or reputation response activity.
Ground Marketing and Activation	Lead generation booth, event registration, offline retargeting support or campaign activation.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Digital and Technology	Landing page, microsite, advanced tracking, CRM integration, analytics or marketing automation.
Special Projects	Large service launch, multi channel acquisition programme, employer campaign or major digital growth initiative.

Add On work may be delivered through a fixed quotation, resource fee, project quotation or approved external budget depending on the requirement.

11. Performance Marketing and Paid Media

Operational paid media management is charged only when campaigns are active. Actual advertising spend is separate and always subject to Continental budget approval. The management fee depends on the approved monthly advertising spend and the operational complexity of the campaign.

Monthly Approved Advertising Spend	Vynzo Media Management Fee
Up to BDT 100,000	BDT 7,000
BDT 100,001 to BDT 300,000	BDT 12,000
BDT 300,001 to BDT 500,000	BDT 18,000
BDT 500,001 to BDT 1,000,000	BDT 28,000
Above BDT 1,000,000	3 percent to 5 percent of approved spend depending on complexity

Where additional setup, tracking, specialist work or external cost is required, Vynzo Media will communicate the requirement for Continental approval before material expenditure is committed.

Commercial principle The agreed service fee covers the stated recurring scope. Actual media, specialist external cost and material third party expenditure remain separate and are subject to Continental approval.

12. Governance, Approval and Performance Principles

Continental approval retained

- Clinical information
- Sensitive medical communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Patient related sensitive content
- Additional external budgets
- 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 within the agreed scope.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Vynzo Media should have reasonable operational freedom to execute routine approved work efficiently within the agreed service scope and approval framework.

Continental responsibilities

- Timely approvals
- Accurate service information
- Clinical validation
- Relevant doctor and team availability
- Facility access
- Required platform access
- Internal coordination
- Patient permission where applicable
- Approved external budgets

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

Performance principle

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

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, patients, leads, rankings, impressions, revenue or other commercial 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 Continental 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
- Service information
- Internal research
- Patient journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

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

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements and Data Processing Agreements relating to the agreed scope.

Healthcare communication discipline

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

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

Confidentiality principle

Continental specific intelligence stays Continental specific.

14. Separate Technology Support

Where Continental requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and quotation.

Potential areas of support

Capability	Hospital Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Patient 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	Patient 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 and operational continuity.

The benefit to Continental is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

Company profile: www.leznit.com

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

15. Commercial Proposal and Key Terms

Performance Marketing Service Fee Management fee based on approved advertising spend

The commercial value is based on the recommended scope and operating model described in this proposal. Because the service mix and specialist capacity are adjustable, the commercial value may be revised by mutual agreement if Continental materially adds, removes or replaces recurring capacity or deliverables.

Included in the service fee

- Campaign strategy and service objective planning
- Platform setup and audience structure
- Meta campaign management where activated
- Google paid campaign support where activated
- Retargeting strategy and audience use
- Creative testing and adaptation
- Budget optimisation during active campaigns
- UTM and conversion review
- Lead quality and booking analysis where data is available
- Monthly spend and outcome reporting
- Clear recommendation on scale, pause or change
- Budget control within the approved amount
- Campaign learning review
- Budget and funnel reconciliation

Costs outside the service fee

- Actual advertising spend
- Dedicated production not already available
- Landing page development beyond minor support
- Influencer or creator fees
- Professional talent fees
- Large media buying outside digital platforms
- Major ATL media placement
- Specialist CRM implementation
- Advanced analytics implementation projects
- Large campaign microsites
- Major travel expenses
- Large activation production costs
- Specialist PR consultant fees
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses
- Large landing page development
- Advanced analytics implementation
- CRM implementation

Final service agreement The final service agreement should confirm billing, payment timing, applicable taxes, external budget approval, confidentiality, privacy and data access, intellectual property, third party costs, approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

16. Commencement

Formal recurring operations are expected to begin following completion of the fifteen day mobilisation and readiness period, subject to the required access, availability of relevant Continental representatives, confirmation of priority services 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, initial execution 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 Continental priorities, campaigns, service focus or operational requirements change, the agreed plan may be adjusted through mutual discussion while maintaining continuity across the approved service operation.

17. Acknowledgement

This proposal records Vynzo Media recommended commercial, operational and service structure for Continental Hospital PLC for the dedicated Performance Marketing scope based on the requirements currently discussed and reviewed. Any refinements relating to team structure, service mix, capacity, additional requirements, reporting, commercial 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

VM/PRAAVA/IMO/0902266

Vynzo Media treats commercial information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to privacy@vynzo.ca. Vynzo Media Ltd is registered with the UK Information Commissioner's Office under registration number ZC056799.

United Kingdom
Vynzo Media Ltd
Company No. 16889451
71 to 75 Shelton Street, Covent Garden, London, WC2H 9JQ
Telephone: +44 7397 085272

Canada
Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP.
British Columbia Corporation No. BC1550068
636, 1281 Hornby Street, Vancouver, BC V6Z 0G8
Telephone: +1 778 809 5074

Corporate Notice
This proposal is issued through the Vancouver office of Vynzo Media for an overseas commercial engagement with Continental Hospital PLC. All commercial services, responsibilities, approved expenditure and related obligations under this proposal remain subject to the final mutually agreed service agreement between the relevant parties.