vynzomedia

Business Proposal and Commercial Quotation

Date / September 16th, 2026

Company/ Continental Hospital PLC

Prepared specifically for authorised review by Continental Hospital PLC

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BUSINESS PROPOSAL FOR SOCIAL MEDIA AND CONTENT

To: Management
Continental Hospital
PLC Dhaka, Bangladesh

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

Following our recent discussions, review of Continental Hospital's current social media presence and the strategic planning prepared by Vynzo Media, we are pleased to submit this dedicated proposal for Social Media and Content operations.

Our model supports Continental as an extension of the hospital marketing structure, responsible for planning, content design, publishing, coordination and performance review.

The objective is to build one connected content system across Facebook, Instagram, □ouTube, LinkedIn and □, supported by approved doctor input, hospital capture, visual design, copy, channel adaptation and patient focused communication.

Through this engagement, we aim to move Continental from calendar based posting into a structured monthly content operation that connects patient questions, doctor expertise, clinical proof, service discovery, website visits, calls and appointment intent.

Continental will retain final authority over clinical information, sensitive communication, patient related matters, major brand decisions, budgets and public communication. Vynzo Media will manage the agreed day to day content planning and execution within the approved working framework.

Our role is not to replace Continental's internal team, but to reduce the operational burden required to plan, create, publish, review and improve professional content consistently.

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.

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1. Executive Summary

Vynzo Media proposes a dedicated Social Media and Content Office for Continental Hospital that combines strategy, editorial planning, design, copy, publishing, doctor led content, approved hospital capture, channel management and reporting within one accountable monthly system. The purpose is to improve consistency, strengthen patient relevance and connect social activity with measurable actions instead of treating posting as an isolated task.

What this changes

- Monthly content is guided by hospital priorities and real patient questions so the calendar follows what Continental actually needs to communicate.
- Each platform receives a distinct role and format strategy instead of repeating the same static post across every channel.
- Doctor and service content are built around patient information needs, approved clinical proof and a clear next action.
- Approved capture days create reusable video, still and service source material.

- Monthly reporting connects views, saves and replies with website traffic, calls and appointment intent so
- stronger topics receive more attention.
  The monthly plan can be adjusted when patient attention, service priorities or campaign requirements
- change, without rebuilding the whole system.

2. Our Understanding of the Requirement

Continental requires a social media partner that can manage strategy and practical execution together. The requirement extends beyond publishing into topic planning, doctor coordination, design, copy, source material, channel adaptation, patient journey thinking and performance review.

The current opportunity is important because Continental already has strong clinical trust, specialist depth and an existing audience, while channel roles, action readiness and content reuse remain uneven. The proposed model is designed to turn those assets into a clearer patient and reputation journey.

Operating principle

Primary objectives

- Operate an 88 item monthly publishing model across five active channels.
- Build 12 to 15 strong original monthly ideas that can be adapted across channels instead of relying on repetitive poster output.
- Coordinate two planned hospital capture days and approved doctor participation.
- Use Facebook for patient reach and Instagram for discovery, saves and short form engagement.
- Use YouTube for searchable education and LinkedIn for institutional authority.
- Use X selectively for major news, media amplification and monitoring.
- Connect social activity to website visits, doctor pages, calls and appointment enquiries so content contributes to the wider patient journey.
- Keep monthly reporting tied to patient action and service value rather than follower growth alone, with the next cycle adjusted from evidence.

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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 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
Team workshops	Train the assigned Vynzo team on Continental services, brand context, channel history, approval expectations and priority patient audiences.
Current state review	Review active social channels, recent content, available analytics, audience size, publishing patterns and action readiness.
Patient journey review	Review how patients move from social discovery to doctor search, service information, call, enquiry and booking intent.
Service and doctor mapping	Map priority services, doctors, monthly campaigns, awareness dates and content opportunities.
Approval mapping	Confirm clinical, brand and management approval owners for recurring content.
Production planning	Prepare the first two capture days, doctor list, topic plan and source asset requirements.
Measurement baseline	Record the first baseline for reach, views, saves, traffic, calls and appointment enquiries.

4. Baseline Audit and Launch Production

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

Baseline review

- Audience size and channel role by platform
- Current posting frequency and content mix
- Doctor, service and institutional content gaps
- Reels, Shorts and story opportunities
- Current website traffic from social media
- Current calls and appointment intent from social visits
- United to Continental brand continuity signals
- Approval speed and asset availability
- Immediate monthly campaign and awareness priorities

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Initial production capture The launch period will include an initial coordinated content capture using the agreed doctor, service and facility priorities. The purpose is to create current source material for long form doctor content, short vertical edits, stills, stories and supporting social assets.

5. Monthly Marketing Audit and Priority Cycle

The monthly social plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what patients watched, saved, clicked and acted on, then adjust the next cycle around the strongest opportunities.

Monthly Step	Decision Question
Review	Review strong topics, formats and channels.
Diagnose	Diagnose weak content and low action paths.
Prioritise	Prioritise doctors, services and patient questions.
Identify friction	Identify where the journey loses attention or trust.
Reallocate	Reallocate creative effort toward stronger formats.
Approve	Approve sensitive topics and major campaign changes.

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
Brand and Growth Strategist	Primary contact for monthly priorities, management coordination, approval flow and connection between content activity and hospital growth goals.
Social Media and Content Lead	Owns channel planning, monthly calendar, publishing, community coordination and channel performance review.
Creative Communications and Production Director	Leads concepts, scripting, doctor talking points, capture direction and communication quality.

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Creative Designer	Creates recurring social design, service communication, carousel systems, campaign creative and supporting collateral.
Video and Motion Specialist	Creates doctor videos, Reels, Shorts, educational edits, motion content and platform adaptations.
Photographer and Videographer	Captures doctor, service, facility, portrait and visual library material during agreed production inputs.
SEO and AEO Specialist	Supports searchable titles, doctor and service discoverability, YouTube structure and content links where relevant.
Marketing Operations and Activation Manager	Supports onsite coordination, logistics, material movement and campaign execution when social activity connects with physical activity.

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.

Content mix

- The monthly mix follows patient questions, priority services and doctor availability.
- Core outputs combine doctor video, short video, guides, stories and service proof.
- Approved hospital capture is planned as source material for several channel outputs so one useful idea can travel across the monthly system.
- Platform adaptation is handled separately for Facebook, Instagram, YouTube, LinkedIn and X so the same subject is not published identically everywhere.
- Monthly reporting is used to increase attention on stronger topics, stronger formats and the patient actions that show the clearest value.

7. Monthly Deliverables and Content Capacity

Area	Included Monthly Capacity
Published social content	88 published items per month across Facebook, Instagram, YouTube, LinkedIn and X.
Original ideas	12 to 15 original monthly ideas around patient questions, services, doctors and hospital proof.
Hospital capture days	2 planned hospital content capture days per month within the current model.
Doctors filmed	8 doctors planned for recurring monthly filming input under the current social model.

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Platform allocation	Facebook 20, Instagram 34, YouTube 20, LinkedIn 6 and X 8 published items.
Content mix	Doctor videos, short videos, guides, stories, service proof, awareness and institutional news.
Audit	Monthly social performance and patient action review.
Reporting	Monthly activity, traffic, engagement and next priority summary.
Reporting rhythm	Monthly performance and activity review with next priority recommendations.

Content mix The monthly model includes 16 doctor videos, 24 short videos, 8 carousels and saveable guides, 4 doctor face posts, 14 stories, 7 service and clinical proof items, 3 seasonal items and 12 institutional news items.

Outcome model The plan is intended to grow meaningful activity, not only follower count. Three month targets include 600K to 1.1M monthly video views, 3,000 to 5,000 monthly saves and shares and 1,000 to 1,800 monthly website visits from social.

Patient action The three month planning model targets 300 to 550 monthly doctor page visits from social, 40 to 90 calls and 30 to 70 appointment enquiries. Six month targets are higher and remain forecast ranges rather than guarantees.

Production relationship The social retainer manages the content operating system and coordinates agreed source inputs. Dedicated production beyond the planned social inputs may be activated under the separate Video Production service when deeper or higher volume capture is required.

8. Social Media Operations and Measurement

Channel and content operations

- Monthly editorial planning
- Patient question and topic mapping
- Doctor content coordination
- Facebook management
- Instagram management
- YouTube content structure
- LinkedIn institutional communication
- X news and monitoring
- Publishing and adaptation
- Traffic and action 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.

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Social communication support

- Monthly editorial planning
- Patient question and topic mapping
- Doctor communication angles
- Service communication support
- Institutional news coordination
- Awareness calendar support
- PR content adaptation
- Website and service page linking
- Paid media creative coordination
- Reputation signal monitoring

The social plan is designed to connect content with care information, service discovery and hospital action. Dedicated media relations or specialist crisis communication remain separate where required.

Related execution support

- Printing and production coordination
- Creative adaptation for campaign needs
- Vendor sourcing and coordination
- Hospital visits and material movement
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics and field support
- External quotation collection
- Approved supplier coordination
- Execution status and reporting
- Approved campaign handover support

Where related execution requires an external cost, Vynzo Media will communicate the requirement for Continental approval before material expenditure is committed and will coordinate the approved supplier within the agreed scope.

9. Production Resources and Vendor Management

For regular agreed social operations, Vynzo Media will arrange the standard planning, design, editing and routine content production resources required for the approved monthly work. Continental will provide reasonable access to relevant doctors, services, facilities, information and approvals. Specialist production, professional talent, studio rental, large crews or other exceptional requirements may require a separate approved budget.

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.

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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	Use available monthly capacity differently. Example: reduce low value static output and increase video, doctor content or service focused education.
Add specialist	Add a recurring or temporary specialist where the content need becomes larger or more specialised.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised commercial structure.
Add capacity	Keep the existing monthly plan while adding extra design, editing, capture or onsite content capacity.
Separate project	Commission a major campaign, film, launch or event through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional filming, photography, edited video capacity, premium campaign film, advanced motion, event coverage or specialist production.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist or temporary campaign support.
PR and Communications	Dedicated media relations, press launch, executive positioning, doctor media positioning or reputation support.
Ground Marketing and Activation	Corporate activation, community activity, event management, promoter team, booth production or awareness activation.

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

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

11. Connected Paid Media and Campaign Support

Social media may operate independently, but selected service campaigns can be amplified through paid media when Continental approves a separate advertising budget. Vynzo Media can prepare the campaign structure, creative adaptations, tracking review and reporting while keeping media spend separate from the social retainer.

Optional Related Requirement	Commercial Treatment
Dedicated production visit	BDT 46,000 per approved visit
Active paid media management	Charged according to approved advertising spend
Large campaign or launch	Separate approved quotation
Creator or influencer cost	Third party actual cost with approval
Specialist external resource	Separate approved external budget

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.

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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.

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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.

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15. Commercial Proposal and Key Terms

Social Media and Content Service Fee BDT 145,000 per month

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

- Social strategy and monthly priority planning
- Facebook, Instagram, YouTube, LinkedIn and X management
- 88 published items under the current monthly model
- 12 to 15 original monthly content ideas
- Content design, copy and platform adaptation
- Two planned hospital capture days as content input
- Eight doctors planned for recurring monthly filming input
- Doctor, service, awareness and institutional content
- Publishing and routine channel coordination
- Monthly performance and patient action review
- Monthly reporting and next priority planning
- Standard recurring creative and editing resources
- Monthly platform role review
- Patient journey and action pathway review

Costs outside the service fee

- Actual advertising spend
- Dedicated production beyond the agreed social input
- Professional talent fees
- Influencer or creator fees
- Studio rental and special production equipment
- Large production crews
- Major ATL media placement
- Large printing and fabrication costs
- Promoter manpower
- Venue costs
- Large event manpower
- Outdoor media costs
- Specialist PR consultant fees
- Crisis communication specialist fees
- Major travel expenses
- Large activation production costs
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses

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.

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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 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 Social Media and Content 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

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