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 PRODUCTION

To: Management
Continental Hospital
PLC Dhaka, Bangladesh

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

Following our recent discussions and review of Continental Hospital's recurring content needs, we are pleased to submit this dedicated proposal for Video Production and Photography services.

Our model provides a practical hospital production unit that plans source material, brings standard equipment, captures approved subjects and turns each visit into reusable assets.

The objective is to make each production visit useful beyond one finished video by capturing enough structured material for long form content, short vertical edits, stills, stories, service visuals, PR material and future campaign use.

Through this engagement, Vynzo Media can support doctor interviews, service explainers, facility coverage, hospital B roll, portraits, leadership communication, events, PR coverage and other approved production needs.

Continental will retain final authority over clinical information, doctor availability, patient consent, facility access, sensitive content, budgets and public communication. Vynzo Media will manage the approved planning, capture, editing and delivery process.

Our role is to provide a dependable production workflow so Continental can maintain a stronger visual library without rebuilding a separate production team for each requirement.

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 Video Production and Photography service for Continental Hospital built around planned hospital visits, structured topic preparation, professional standard camera, audio and lighting, approved capture and multi format post production. The current model assumes two visits per month and is designed so the resulting footage can support social media, website, PR, paid media and institutional communication.

What this changes

- Every production visit begins with an approved topic plan and shot plan so doctors, services and hospital access are used efficiently.
- Standard camera, audio, lighting and stabilisation are brought for regular approved work so the hospital does not need to arrange a separate basic kit.
- Doctor interviews are captured with supporting B roll, service visuals and still photography where the agreed shot plan allows.
- One source video is planned to create several useful platform outputs from the same capture.

- Photography supports consultant profiles, facilities, campaigns and institutional communication so the
- visual library improves alongside video.
  Every visit ends with organised editing, review and reusable asset delivery, while specialist equipment or
- unusually large production remains separately quoted.

2. Our Understanding of the Requirement

Continental requires production support that can work inside hospital operations, coordinate doctors and locations, maintain a professional clinical visual standard and deliver several useful assets from each visit rather than isolated one off videos.

The current planning model assumes two hospital visits per month, ten source videos per visit and approximately twelve to fourteen doctors filmed per month. This creates a predictable production rhythm and a stronger recurring content library.

Operating principle

Primary objectives

- Complete two planned hospital production visits per month when the current model is activated.
- Capture approximately ten source videos per visit so two planned visits can create a reliable monthly source library.
- Produce twenty source videos per month from two planned visits.
- Film approximately twelve to fourteen doctors per month depending on topic allocation.
- Create long form, short vertical, story and still outputs from approved source material.
- Build a reusable hospital visual library for social, web, PR and campaigns.
- Keep standard production clearly separated from studio, talent, advanced equipment and other specially quoted requirements.
- Use each monthly production review to prioritise the doctors, services and visual gaps that will create the strongest next source library.

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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
Production workshop	Align on brand style, doctor communication, hospital restrictions, consent, access and output expectations.
Current asset review	Review existing doctor videos, photography, facility visuals, brand films and content gaps.
Topic and doctor mapping	Confirm doctors, services, interview topics, facility locations and monthly priority outputs.
Shot list planning	Prepare interview, B roll, portrait, facility and service shot requirements before each visit.
Approval mapping	Confirm clinical review, doctor confirmation, location access and patient consent requirements.
Equipment planning	Prepare standard camera, audio, lighting, stabilisation, media and backup requirements.
Delivery baseline	Agree file structure, review process, edit priorities, format requirements and delivery timeline.

4. Baseline Audit and Launch Production

At the start of operations, Vynzo Media will review the existing media library and complete the first coordinated hospital production session. The objective is to establish a repeatable visual standard and build the first current source library for doctor, service and institutional communication.

Baseline review

- Existing doctor video quality and gaps
- Current portrait and facility photography
- Priority doctors and services
- Long form and short form format needs
- Hospital B roll requirements
- Event and PR coverage requirements
- Approval and consent process
- Brand treatment and subtitle style
- File handover and reuse requirements

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Initial production capture The launch period will include the first agreed production visit with approved doctors, services, B roll and photography requirements. The exact shot plan will be confirmed in advance so the team can use hospital access efficiently and avoid random capture.

5. Monthly Marketing Audit and Priority Cycle

The production plan should remain responsive to Continental priorities. Vynzo Media will review which source material was most useful, what upcoming campaigns require, which doctors or services need stronger coverage and where the visual library still has gaps.

Monthly Step	Decision Question
Review	Review the strongest completed assets.
Diagnose	Diagnose missing shots or weak source material.
Prioritise	Prioritise doctors, services and events.
Identify friction	Identify access, timing or approval friction.
Reallocate	Reallocate the next visit toward higher value capture.
Approve	Approve any special production requirement or extra budget.

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
Production Director	Primary contact for shoot planning, creative direction, doctor communication, shot priorities and delivery quality.
Producer and Coordinator	Owns schedule, doctor coordination, location access, call sheet and onsite production logistics.
Videographer	Captures interviews, service visuals, facility footage, events and approved movement shots.

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Photographer	Captures doctor portraits, teams, facilities, services, institutional imagery and campaign stills.
Audio and Lighting Support	Supports clean interview audio, lighting setup, monitoring and technical consistency.
Video Editor	Creates long form edits, short vertical cuts, subtitles, branded edits and approved revisions.
Motion and Design Specialist	Creates titles, lower thirds, simple motion, thumbnails and supporting visual adaptations.
Content Strategist	Ensures the source plan reflects patient questions, service priorities and downstream channel requirements.

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.

Production mix

- Each visit follows an approved doctor, service and shot plan before the team arrives.
- The standard capture mix combines interviews, B roll, portraits and service visuals.
- Source footage is edited into long form doctor content, short vertical cuts, stories, still selections and other approved adaptations for later channel use.
- Photography supports consultant profiles, facilities, campaigns, leadership communication and the wider visual library without treating every need as a separate project.
- Specialist equipment, studio work, professional talent, advanced sets or unusually large crews remain separately quoted so the regular visit price stays clear.

7. Monthly Deliverables and Production Capacity

Area	Included Monthly Capacity
Hospital visits	2 planned production visits per month under the current model.
Videos per visit	Approximately 10 source videos captured per approved hospital visit.
Source videos	20 source videos per month when two planned visits are activated.
Doctors filmed	Approximately 12 to 14 doctors per month depending on topic allocation.

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Footage derived assets	20 long doctor videos, 40 short verticals, 10 doctor quote statics and 20 story sets.
Desk made assets	10 guides, 6 service proof items, 3 awareness items and 8 institutional news items.
Unique assets	117 unique assets in the current combined planning model.
Published item potential	167 published items when approved assets are adapted and reused across channels.
Reporting rhythm	Monthly performance and activity review with next priority recommendations.

Production scope A standard visit may cover doctor interviews, service explainers, facility B roll, technology, portraits, leadership messages, campaigns and other approved content. The exact capture plan is confirmed before arrival.

Photography scope Photography may include doctor portraits, teams, facilities, departments, corporate imagery, campaign stills and event coverage so the hospital develops a current reusable visual library.

Post production Editing may include long form video, vertical cuts, subtitles, simple motion, audio cleanup, branded frames, thumbnails and platform adaptations according to the agreed source plan.

Scope boundary Actors, models, studio rental, drone work, large commercial crews, major set construction, advanced VFX, special permits or exceptional travel are quoted separately when required.

8. Production Operations and Asset Management

Production scope

- Pre shoot topic planning
- Doctor and location coordination
- Professional camera capture
- Wireless and directional audio
- Portable lighting setup
- Tripod and stabilisation support
- Doctor and service interviews
- Photography and B roll
- Editing and subtitles
- Multi format delivery

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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Production and post production support

- Shoot planning and call sheet
- Doctor and service coordination
- Camera and lens setup
- Lighting and audio setup
- Interview and B roll capture
- Doctor and facility photography
- Long form editing
- Short vertical editing
- Subtitle and brand treatment
- File delivery and archive support

The regular production model is designed to create reusable source material for social, website, PR, paid media and institutional communication rather than a single isolated finished video.

Related production support

- Studio sourcing where required
- Professional talent coordination
- Special equipment sourcing
- Large crew coordination
- Set and location coordination
- Event coverage planning
- Campaign film coordination
- Advanced motion coordination
- External quotation collection
- Approved supplier coordination
- Production status and reporting

Where production requires specialist equipment, studio rental, professional talent, large crews, advanced sets, permits or other exceptional resources, Vynzo Media will obtain approval before committing the external cost.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for the approved visit. Continental will normally provide reasonable access to the relevant facility, doctor, staff member or location under its control. Specialist equipment, studio rental, professional talent, large crews, advanced sets, permits and other exceptional requirements require separate approval.

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	Use an approved visit differently. Example: fewer doctor interviews and greater facility, photography or event coverage.
Add specialist	Add a camera operator, producer, stylist or motion artist when required.
Remove specialist	Reduce a recurring production resource where the need is no longer required and agree the revised commercial treatment.
Add capacity	Keep the visit plan while adding editing, photography, capture time or specialist equipment.
Separate project	Commission a major brand film, commercial or event production through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Additional shoot visit, extra photography, more edited video capacity, brand film, campaign film, studio production or event coverage.
People and Specialist Capacity	Additional camera operator, editor, producer, stylist, motion specialist, sound specialist or temporary crew.
PR and Communications	Press event filming, executive positioning content, doctor media content or reputation communication production.
Ground Marketing and Activation	Event coverage, roadshow capture, activation photography, booth content or field campaign production.

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Digital and Technology	Livestream setup, landing page video, advanced analytics support or digital asset integration.
Special Projects	TVC scale production, documentary, major launch film, employer branding film or large institutional project.

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

11. Production Scaling and Campaign Support

The standard visit price covers the planned production process using the agreed standard crew and equipment. Where Continental requires larger commercial production, unusual equipment, studio work, talent, travel or specialist crew, Vynzo Media will prepare a separate quotation before any additional expenditure is committed.

Production Requirement	Commercial Treatment
One standard hospital visit	BDT 46,000
Two planned hospital visits	BDT 92,000
Specialist crew or equipment	Separate approved quotation
Studio, talent or set cost	Third party actual cost with approval
Travel outside agreed operating area	Separate approved quotation

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

Video Production Service Fee BDT 46,000 per hospital visit

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

- Pre shoot planning and shot list
- Standard production crew
- Professional camera and lenses
- Standard audio and lighting equipment
- Tripod and stabilisation support
- Onsite doctor and service capture
- Photography where included in the shot plan
- Hospital B roll where included
- Agreed post production
- Subtitles and brand treatment
- Multi format adaptations
- Standard review and delivery process
- Standard production equipment
- Routine file management and archive support

Costs outside the service fee

- Professional actors or models
- Studio rental
- Drone and specialist aerial permits
- Large commercial crews
- Advanced set construction
- Complex VFX production
- Major travel expenses
- Specialist hair, makeup or styling
- Large prop or fabrication cost
- Venue cost
- Livestream infrastructure beyond standard setup
- Third party music or licensing cost
- Large event manpower
- Specialist external production consultants
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses
- Advanced animation or visual effects
- Special location and permit costs

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 Video Production 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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