

For Edelman Use Only

Client No.:

Contract No.:

EXHIBIT A

**Singapore Economic Development and Edelman
STATEMENT OF WORK #3
PROJECT NAME: Digital Strategy
September 23rd 2013 – October 16th 2013**

Pursuant to the Agreement by and between Singapore Economic Development ("Client") and Daniel J. Edelman, Inc., doing business as Edelman ("Edelman") dated May 7, 2013, this Statement of Work is incorporated into and subject to the terms and conditions of the Agreement. The parties agree to the below Scope of Services and financial terms:

SCOPE OF SERVICES**Scope of Tender and Key Deliverables**

Initial Twitter Channel Setup - Scope of Work	Quantity	Cost
i. Develop Twitter launch and implementation timeline ii. Develop list of hashtags and relevant ongoing conversations: i.e. common hashtags related to topic areas to utilize and engage influencers. Initially 5-10, the list will be built over time as new hashtags are identified. iii. Create and deliver content calendar every 2 weeks for twitter. A minimum of 25 tweets per calendar, with flexibility for ad hoc content. iv. Identify key online influencers and following recommendations for Twitter: 2 sets of 15-20 influencers following launch; additional influencers to be identified on an ad hoc basis moving forwards v. Develop monitoring taxonomy vi. Optimize Twitter handle, including profile creative assets and preparations for launch vii. Create and deliver POV on publishing and third party moderation platforms viii. Create and deliver POV on reporting/measurement framework ix. Liaise with EDB's media partners on relevant shared content opportunities for launch	Once	US \$15,510
Total Cost		US \$15,510

BUDGET

Professional Fees:	\$15,510
Internal Expenses (6%):	\$930.60
Estimated Expenses:	<u>As Incurred</u>
<i>(includes 10% mark-up on 3rd party expenses)</i>	

Total: \$16,440.60

Client authorizes Edelman to bill up to ten percent (10%) over the expense amounts in the above Budget without seeking further approval. If expenses are anticipated to exceed ten percent (10%) over the amounts, Edelman will issue an addendum to the current SOW for Client's approval.

TERMS

Fee Billing. Edelman shall invoice Client in accordance to the payment schedule set forth below. Fees are based on the Scope of Services above and not based on actual hours. As such, Edelman shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any amounts provided in the Budget section.

Invoices. Edelman will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Stanley Lim
Company Name:	Singapore Economic Development and Edelman
Address:	250 North Bridge Road, #28-00 Raffles City Tower, Singapore 179101

Purchase Order. The client Purchase Order number is [enter number or indicate N/A].

FIXED FEE BILLING SCHEDULE

ESTIMATED INVOICE DATE	AMOUNT \$
9/30/13	\$15,510
	\$15,510

ACCEPTED AND AGREED

SINGAPORE ECONOMIC DEVELOPMENT BOARD

By: [Signature]

Printed Name: Stanley Lim
 Title: Assistant Head Marketing & Communications

DANIEL J. EDELMAN, INC.

By: [Signature]

Printed Name: Michael Boisjolie
 Title: Regional Finance Director

Monthly Retainer - Scope of Work	Quantity	Cost
xvii. Revise content and engagement strategy on an ongoing basis based on insights obtained from measurement and success metrics.	On-going	
xviii. Follow up with EDB leaders following training and provide strategic counsel as needed.	As required	
xix. Continue to monitor influencer engagement activity to assess effectiveness and activity and adjust strategy as needed; continue to search for new influencers.	On-going	
xx. Actively invite key influencers to LinkedIn Group and roll out new conversation topics based on content calendar.	On-going	
xxi. Participate in bi-weekly (every 2 weeks) calls with EDB and provide monthly activity reports via email reports.	On-going	
xxii. Assess activity and management in February to determine if retainer needs to increase to accommodate additional strategy, management, and support.	February	
xxiii.		
Total Cost (5 months, November 2013 - March, 2014)		US \$72,000 (\$14,400k/month)

BUDGET

Professional Fees (Not to Exceed):	\$72,000
Internal Expenses (6%):	\$4,320
Expenses:	<u>As Incurred</u>
<i>(includes 10% mark-up on 3rd party expenses)</i>	
Total:	\$76,320

Client authorizes Edelman to bill up to ten percent (10%) over the expense amounts in the above Budget without seeking further approval. If expenses are anticipated to exceed ten percent (10%) over the amounts, Edelman will issue an addendum to the current SOW for Client's approval.

TERMS

Fee Billing. Edelman shall invoice Client an amount of \$14,400 ("Monthly Retainer") in accordance with the billing schedule set forth below. The Monthly Retainer is based on the Scope of Services or minimum retained hours above. Edelman shall not be obligated to provide Client with hourly billing detail.

Expense Billing. Edelman shall invoice Client the actual out-of-pocket expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any amounts provided in the Budget section.

Invoices. Edelman will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from the invoice date. All such invoices shall be addressed to:

Name:	Stanley Lim
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Company Name: Address:	Singapore Economic Development and Edelman 250 North Bridge Road, #28-00 Raffles City Tower, Singapore 179101
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RETAINER BILLING SCHEDULE

ESTIMATED INVOICE DATE	AMOUNT \$
11/1/13	\$14,400
12/1/13	\$14,400
1/1/14	\$14,400
2/1/14	\$14,400
3/1/14	\$14,400
	\$72,000

ACCEPTED AND AGREED

SINGAPORE ECONOMIC DEVELOPMENT
BOARD

By: 

Printed Name: Stanley Lim
Title: Assistant Head
Marketing & Communications

DANIEL J. EDELMAN, INC.

By: 

Printed Name: Michael Bosykie
Title: Regional Finance Director