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 ATL BTL GROUND AND PR

To: Management
Continental Hospital
PLC Dhaka, Bangladesh

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

Following our recent discussions and review of Continental Hospital's brand, communication and activation requirements, we are pleased to submit this dedicated proposal for ATL, BTL, Ground Activation and PR support.

Our model is an on demand execution layer for rebrand communication, service launches, corporate outreach, public awareness, media relations and physical activations.

The objective is to give Continental one coordinated partner for campaign planning, creative, vendor sourcing, media coordination, field execution, staffing, lead capture, PR material and post campaign reporting.

Through this engagement, Vynzo Media can coordinate outdoor media, corporate health activity, mall and community activations, CPR and awareness programmes, pharmacy touchpoints, media launches, doctor thought leadership and other approved campaign formats.

Continental will retain final authority over clinical information, public statements, campaign budgets, media approvals, patient related communication and major brand decisions. Vynzo Media will manage the approved campaign planning and execution structure.

Our role is to reduce the burden of coordinating multiple vendors, field teams, media contacts and production suppliers while maintaining clear approval and commercial control for Continental.

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 an on demand ATL, BTL, Ground Activation and PR service for Continental Hospital that can be activated when an objective requires visibility or engagement beyond normal digital channels. The model combines campaign strategy, creative, vendor coordination, field execution, media communication, lead capture and reporting while keeping third party expenditure subject to Continental approval.

What this changes

- Every campaign begins with a clear objective, audience, geography and measurable outcome so the execution mix is selected for a specific reason.
- ATL, BTL, ground and PR activity can operate as one connected campaign when the objective needs both public visibility and targeted engagement.
- Vynzo can source quotations and coordinate approved media, fabrication, field and specialist vendors on Continental behalf after budget approval.
- Ground activity includes registration, lead capture and hospital handover where appropriate.

- PR turns hospital proof, doctors, accreditation and institutional milestones into credible public stories that
- support the campaign beyond paid placement.
  Every campaign closes with execution reporting, lead or media output, operational learning and
- recommendations for the next location, format or message.

2. Our Understanding of the Requirement

Continental requires a campaign partner that can plan and coordinate physical visibility, targeted outreach, events, media communication and public reputation activity without requiring the hospital to manage many separate suppliers directly.

The current planning model includes Dhaka zone based ground activity, corporate camps, mall kiosks, community screening, CPR sessions, pharmacy tie ups, OOH formats and a PR programme around the Continental brand, clinical proof and institutional authority.

Operating principle

Primary objectives

- Support citywide awareness through ATL and outdoor visibility where mass reach is required.
- Run targeted BTL activity for corporate, community and partner audiences where direct engagement matters.
- Coordinate ground activations with registration, lead capture and hospital handover.
- Build PR around the Continental identity, doctors, JCI and clinical proof.
- Use approved media and creator activity to strengthen public trust.
- Coordinate vendors, printing, fabrication, promoters and logistics.
- Report visibility, leads, attendance, media output and operational learning so the next campaign can be improved.
- Use post campaign evidence to refine the next location, audience, message and execution mix instead of repeating the same activation pattern.

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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
Campaign workshop	Confirm objective, audience, message, budget, geography, hospital proof and expected outcome.
Current state review	Review active campaigns, brand transition communication, available collateral, vendors and media relationships.
Location mapping	Map Dhaka zones, corporate targets, malls, communities, pharmacies and outdoor opportunities.
Campaign concept	Build the first approved campaign idea, message hierarchy, channel mix and field plan.
Approval mapping	Confirm brand, clinical, budget, media and public communication approvals.
Vendor and logistics plan	Prepare quotations, production requirements, staffing, permissions, printing and field logistics.
Measurement baseline	Define reach, registration, lead, attendance, media output and reporting requirements.

4. Baseline Audit and Launch Production

At the start of an approved campaign, Vynzo Media will confirm the campaign brief, execution map, vendor requirements, creative materials, staffing model and measurement plan. The objective is to ensure that all physical and public activity operates under one approved structure before deployment.

Baseline review

- Campaign objective and audience
- Dhaka zone and location priorities
- Corporate and community targets
- Outdoor and media opportunities
- Creative and production requirements
- Vendor and quotation requirements
- Promoter and field staffing plan
- Lead capture and hospital handover
- PR message and spokesperson requirements

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Initial production capture The launch period may include field reconnaissance, vendor confirmation, creative production, media material preparation, press communication, promoter briefing and campaign setup according to the approved objective and budget.

5. Monthly Marketing Audit and Priority Cycle

Campaign activity will be reviewed according to visibility, response, lead quality, media output and operational learning. Vynzo Media will recommend where the next activation should increase, reduce, move location or change format.

Monthly Step	Decision Question
Review	Review visibility, attendance and lead response.
Diagnose	Diagnose weak locations, formats or messages.
Prioritise	Prioritise stronger zones, audiences and campaign objectives.
Identify friction	Identify logistics, approval or response friction.
Reallocate	Reallocate field and media effort where value is stronger.
Approve	Approve new vendors, spend 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
Campaign Lead	Primary contact for strategy, budget structure, KPIs, management coordination and overall campaign direction.
BTL and Event Manager	Plans booths, events, corporate activations, community activity, logistics and venue coordination.
PR and Communications Lead	Leads media angle, press material, doctor positioning, public communication and reputation support.

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Creative Designer	Creates outdoor, print, booth, campaign and supporting communication assets.
Production Specialist	Captures and edits campaign film, doctor content, event coverage and supporting visual material.
Media Planner and Analyst	Coordinates outdoor, print and approved media buying, visibility tracking and campaign reporting.
Marketing Operations and CRM Lead	Manages registration, lead capture, data handover, tracking and campaign operations.
Field and Zone Coordinator	Coordinates promoters, vendors, materials, monitoring and execution across approved locations.

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.

Activation mix

- Campaign format follows the approved objective, audience, geography and visibility need.
- Ground activity can combine corporate, public, community and partner engagement.
- Outdoor planning can use static billboards, digital LED, bridge panels, transport branding, directional formats and hospital vehicle branding where appropriate.
- PR planning can connect the campaign with media launch, doctor commentary, sponsored features, health talk content, creator partnerships and patient stories with approval.
- External media, venue, fabrication, promoter and manpower costs remain subject to Continental approval and are separated clearly from Vynzo planning and management.

7. Monthly Deliverables and Campaign Capacity

Area	Included Monthly Capacity
Campaign plan	Objective, audience, message, geography, channel mix, vendors, budget and measurement structure.
Ground zones	Dhaka planning may be divided into North, Central, South and West operational zones.
Corporate health activity	Health camps, screening and employer outreach according to the approved campaign.
Public activations	Mall kiosks, community or club activity, CPR sessions and other approved public engagement.

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Pharmacy touchpoints	Stickers, counter cards or approved partner material across selected pharmacies.
Outdoor media	Billboards, LED screens, bridge panels, transport branding, signs and vehicle wraps.
PR activity	Media launch, features, doctor op eds, TV health content, creators and patient stories.
Reporting	Campaign results, leads, media output, learning and next recommendations.
Reporting rhythm	Monthly performance and activity review with next priority recommendations.

Ground model The sample ground plan divides Dhaka into North, Central, South and West zones so field teams can work around traffic and audience concentration. Activation format should vary by area rather than repeating one generic approach.

Activation examples The current planning includes corporate health camps, weekend mall kiosks, community and club screening, CPR and first aid sessions and pharmacy tie ups with registration or referral pathways.

Outdoor examples The planning model includes 8 static billboards, 4 digital LED screens, 10 foot overbridge panels, 20 buses, 1,000 rickshaw hood placements, directional banners and vehicle wraps as illustrative formats.

PR examples The PR plan includes a media launch, sponsored features, 8 TV health talk episodes, monthly doctor op eds, health creator partnerships, doctor video, patient stories, CSR, journalist relations and crisis readiness.

8. ATL BTL Ground and PR Operations

Campaign operations

- Campaign objective and message
- Corporate activation planning
- Community activation planning
- Mall and public kiosk coordination
- CPR and awareness sessions
- Pharmacy partner touchpoints
- Outdoor media coordination
- Promoter and field management
- Lead capture and hospital handover
- Campaign 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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PR and communications support

- Press release drafting
- Corporate announcement support
- Doctor communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when the approved campaign requires a deeper specialist resource.

ATL BTL and ground execution

- Printing coordination and production support
- Flyers brochures standees banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Hospital visits and material movement
- Campus corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics and field support
- Field visits and reporting
- External quotation collection and approved supplier coordination

Where an activity requires an external cost, Vynzo Media will communicate the estimated requirement for Continental approval before material expenditure is committed and will then manage the approved supplier and execution.

9. Campaign Production and Vendor Management

For approved campaigns, Vynzo Media may coordinate printing, fabrication, outdoor media, venues, promoters, production, event suppliers and other external resources. Continental will approve the relevant external budget before material expenditure is committed. Vynzo Media will then manage the approved supplier within the campaign scope and report the execution status.

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 campaign capacity between zones, formats, vendors or audience segments according to live performance and operational needs.
Add specialist	Add PR, media, activation, creative or field specialists when required.
Remove specialist	Reduce a recurring campaign resource where it is no longer required and agree the revised commercial structure.
Add capacity	Keep the campaign plan while adding promoters, locations, media or production.
Separate project	Commission a major city campaign, launch or activation through a separate quotation.

Main Add On categories

Add On Category	Examples
Content and Production	Campaign film, additional photography, outdoor adaptation, event coverage, premium brand film or specialist production.
People and Specialist Capacity	Additional promoter team, field coordinator, PR specialist, media planner, designer, producer or temporary campaign team.
PR and Communications	Press launch, media relations, executive positioning, doctor positioning, crisis response or reputation support.
Ground Marketing and Activation	Corporate activation, community activation, mall kiosk, roadshow, booth production, promoter team or awareness campaign.

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Digital and Technology	Campaign microsite, registration page, CRM support, QR capture, analytics or marketing automation.
Special Projects	Large service launch, new facility launch, citywide rebrand campaign, employer campaign or major institutional initiative.

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

11. Campaign Commercial Model and Media Placement

ATL, BTL, ground activation and PR are activated according to campaign need. There is no fixed universal campaign price because venue, media, fabrication, promoter, printing and specialist costs vary materially. Vynzo Media will prepare an approved quotation and distinguish its planning and management scope from third party actual costs.

Campaign Cost Layer	Commercial Treatment
Vynzo planning and management	Quoted according to approved campaign scope
Media placement	Third party actual cost with approval
Venue, printing and fabrication	Third party actual cost with approval
Promoters and field manpower	Third party actual cost with approval
Specialist PR or production resource	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

ATL, BTL, Ground Activation and PR Service Fee Quoted according to approved campaign scope

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 execution planning
- ATL and outdoor coordination
- BTL and targeted engagement planning
- Ground activation management
- PR campaign planning and communication
- Vendor sourcing and quotation coordination
- Creative and campaign material coordination
- Promoter and field team coordination
- Lead capture and handover planning
- Media and journalist coordination where approved
- Execution monitoring
- Post campaign reporting and recommendations
- Media and field monitoring
- Approved lead capture coordination

Costs outside the service fee

- Outdoor media placement cost
- Venue rental
- Large printing and fabrication cost
- Promoter manpower cost
- Professional talent fees
- Influencer or creator fees
- Large event manpower
- Specialist PR consultant fees
- Specialist crisis communication fees
- Studio rental and special production equipment
- Large production crews
- Major travel expenses
- Permits and government fees
- Large activation production costs
- Technology or software development by Leznit Software Corp.
- Other approved specialist external expenses
- Government permit fees
- Specialist city research or measurement projects

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 ATL, BTL, Ground Activation and PR 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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