

skale

AGENCY PARTNERSHIP PROGRAM

RATE CARD



SKALE's Partnership Model with Agencies



SKALE is looking for like-minded Agency and Solution Partners globally to ideate, consult, implement and drive value for global FMCG, Retailers and Malls

Why Partner SKALE?

**Track In-Store Conversions and
Demonstrate ROI to Clients**

**Opportunity to Increase Client Budgets
and Total Size of Client Accounts**

**New Revenue Share Opportunity
Resell SKALE's Technology
(20% - 50% Mark Up on Discounted
Pricing)**

Tech Fully Managed by SKALE

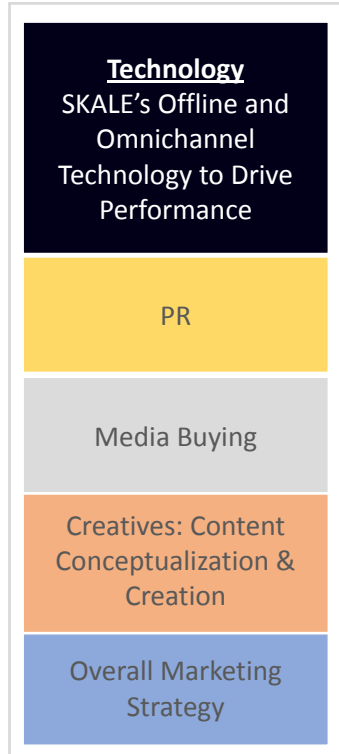
**Go beyond Tactical Campaigns,
Help Clients Capture Customer Data**

**Free Partnership Program
No Frills, No Minimum Targets
Full Access to Agency Resources**

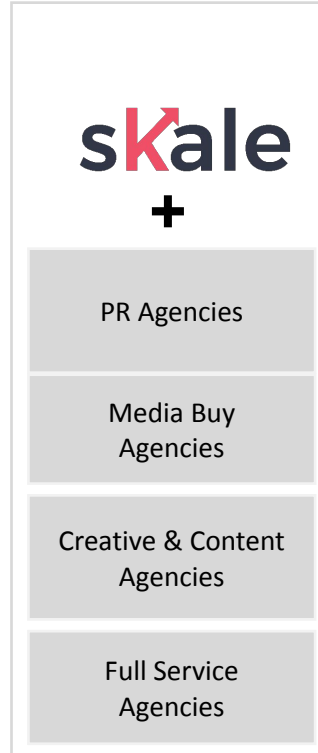
SKALE's Agency Partners are generating 6-digit revenue (USD) from
re-selling SKALE's Technology Solutions

SKALE is the Technological Engine to Enable Agencies and Solution Partners to Capture Growth In a \$90bn Retail Market

Value Journey



SKALE Partnership Ecosystem



Why Partner SKALE?

- **Specialized Technology, Built for FMCG, Malls and Retailers**
- **Unlock ability to Drive Impactful and Trackable Results (ROAS)**
- **Track Real-Time Campaign Performance with SKALE's Dashboard** (Total Sales, Total Leads, # of Clients, Basket Size Data, ROAS by Platform)
- **Seamless implementation, Fully Managed by SKALE for Agency**
- **Uplift Client Marketing Spend with Ready to Deploy Gamifications**

SKALE's Standard and Advanced Solutions

Standard

(Customizable by Agency Directly)

- No Lead Time
- Managed by Agency
- Shared Cloud Only

SKALE Solutions

- Standard Mini-Games
 - Digital Spin & Win
 - Digital Scratch Card
 - Digital Quiz
 - More coming...
- Digital Vouchers

Advanced

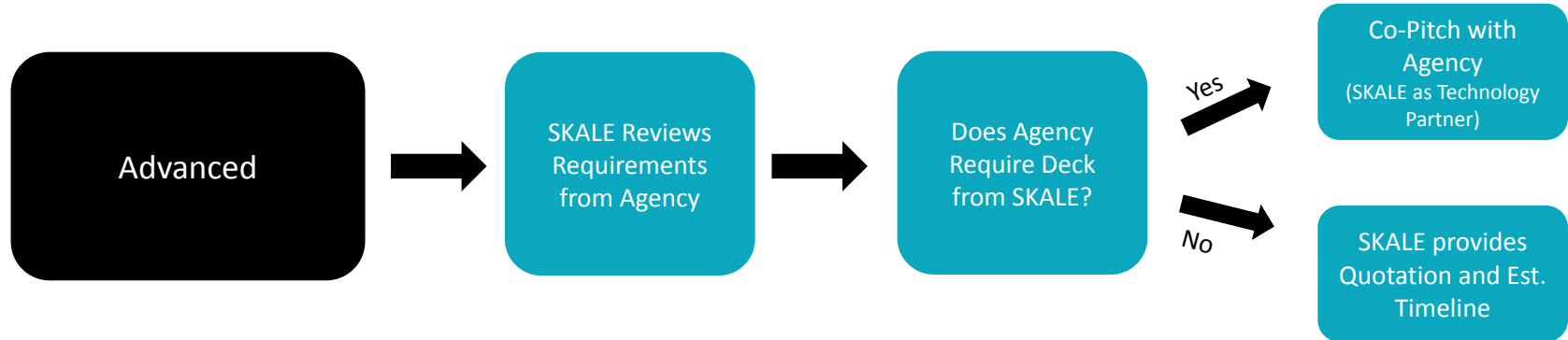
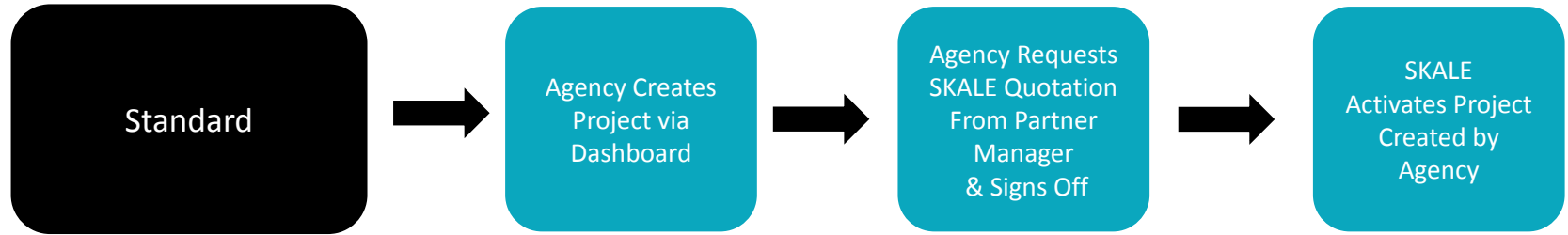
(Deployed by SKALE)

- Customized
 - Timeline depends on customization needed
- Technology Deployed & Managed by SKALE, Client Managed by Agency
- Shared / Dedicated Cloud

SKALE Solutions

- Digital Stamp Card
- Augmented Reality / VR / Metaverse
- Customized Gamification
- Smart Receipts
- Whatsapp Chatbot

How to Activate SKALE's Solutions



SKALE's Proposed Preferential Rate Card for Agencies

Items	Shared Cloud / Dedicated Cloud	
	One Time (USD)	Monthly (USD)
Gamification Platform Standard Module including <ul style="list-style-type: none">• Spin & Win• Scratch Card• Daily Word Riddle• Match the Tile• Digital Claw Game	500	199
Advanced Gamification <ul style="list-style-type: none">• Digital Stamp Card• Digital Vouchers	From 2,000	1,000
Smart Receipts	From 5,000	1,500
Cost per Engagement	0.12(USD) For 1x SMS and 1 Email	
***Minimum 3 months package		

Opportunity to Mark-Up 40% - 50% on Agency Pricing

Annual Value 20k – 100K Per Client

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Agency Partnership Tiers

Annual Tiers*	Preferential Pricing	Partner Badge	Demo Account	Co-Pitch on Advanced Projects	Marketing Support	Invites to SKALE Client Events	Sponsorship for Awards
Standard (All Agency Partners)	✓	✓	✓				
Silver (Min 3 Projects)	✓	✓	✓ Early access ¹	✓	✓ Leads / Referral ²		
Gold (> 10 Projects)	✓ Additional Incentive	✓	✓ Early access ¹	✓	✓ Quarterly Plan ³	✓	
Platinum (> S\$100k and above)	✓ Additional Incentive	✓	✓ Early access ¹	✓	✓ Quarterly Plan ³	✓	✓

*Annual tiers reset at end of each calendar year

1. Early access to new product roll-outs for Standard and Advanced Modules
2. SKALE reserves full discretion on its marketing and lead generation plans to generate leads for its agency partners
3. SKALE shall align with its agency partner on its quarterly marketing budget and support

Contact Us



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