vynzomedia

Business Proposal and Marketing Partnership

Date / November 9, 2026

Company/ Pathao Limited

Prepared specifically for authorised review by **Pathao Limited**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Pathao Limited
Dhaka, Bangladesh

Date of Issue: November 9, 2026
Reference: VM/PATHAO/IMO/110926

Dear **Pathao Management,**
Following our review of Pathao's current marketing presence and the research prepared for this proposal by Vynzo Media, we are pleased to submit a plan for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support Pathao as an extension of its existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across Pathao's marketing activities, improve visibility across digital channels, and better connect the platform's services with customers, riders and merchants.

Pathao will retain final authority over product information, sensitive communications and user matters, major brand decisions and public statements. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Vynzo Media will support Pathao's control and reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/PATHAO/IMO/110926

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 engagement with Pathao Limited. All services, operating arrangements and obligations under this proposal remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Pathao that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is to extend the capacity of Pathao's management and marketing team, reduce operational complexity and create one clear point of accountability for the agreed marketing operation.
Pathao will retain final authority over product information, sensitive communication, major brand decisions and public statements. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and customer needs across each service and stage of adoption.
- One Brand and Growth Strategist will act as the primary POC for Pathao and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of performance and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Pathao priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Pathao approval.

2. Our Understanding of the Requirement

Pathao requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, service communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, field visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Pathao operates multiple connected services, with different audience needs across digital and field channels. This calls for a coordinated operating rhythm. The proposed model links strategy, production and execution through one managed marketing operation.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent content system around Pathao services, customers, riders and merchants.
- Improve the connection between awareness, consideration, app action, service completion and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and support discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Pathao does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Pathao access to additional specialists without permanently increasing the fixed team where the need is temporary.

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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 period is used to prepare the team and agree operating requirements.

The objective is to prepare the assigned team specifically for Pathao so that recurring work begins with context, clear priorities and an agreed baseline.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Pathao services, brand context, communication priorities, platform requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Customer journey review	Review visible touchpoints from discovery and consideration through app discovery, enquiry, signup, service use and follow up to identify communication gaps and opportunities.
Service and audience mapping	Map priority services, audiences and product teams, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm product, brand and communications approval responsibilities.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

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

Baseline review

- Current social media presence and content performance
- Service and support visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Customer discovery, consideration and app activation touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture platform, service, partner, field and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Pathao.

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review performance, where audience behaviour appears to be changing and where Pathao should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which services, campaigns or customer segments should receive greater focus next?
Identify friction	Where is the customer journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Pathao management, product or brand approval before the next cycle begins?

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 an integrated platform marketing operation. The structure is intentionally configurable. Pathao may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be agreed before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, service talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, product demos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Partner portraits, service photography, location photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, support discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration
The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may help the POC understand Pathao's management team and departments, service owners, approvals and current operating rhythm. Once the working model is established, the POC will coordinate visits to offices, hubs or field sites as agreed, with additional coordination where operationally necessary.

Content mix

- Pathao may add an ongoing specialist where the need is recurring and strategically important.
- Pathao may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the scope and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Proposed Monthly Scope
Social content	Campaign, educational and service assets adapted to the channel
Additional design	Design for approved campaigns, events and service communications
Video production	Planned filming, editing and motion design
Photography	Portraits, services and campaign photography

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Reactive production	Responsive filming and editing as agreed subject to feasibility and the project scope
Platforms	Agreed social and owned channels
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Content may include product demonstrations, service communication, education, campaigns, community stories, corporate communication, LinkedIn content, event coverage and public trust information alongside other approved marketing priorities. The mix follows the agreed plan. Creative can be adapted to the audience and channel while retaining a consistent message and call to action.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, partner announcements, recruitment creative, brochures and presentation visuals.
These requests will be planned within the agreed project scope.

Production capacity
Video production may cover service demonstrations, educational content, merchant and rider stories, interviews, location content, campaigns, brand communication and PR production. The team will plan capture, editing and motion around the agreed brief. Photography can support partner portraits, field work, services, teams, corporate imagery, campaigns and visual library development.

Photography can also capture rider, merchant and field activity, service occasions, team imagery and campaign material where access and permissions are agreed.
Reactive production requests may be accommodated where team availability and operational feasibility allow. All deliverables are subject to mutually agreed project scope and requirements.
The team will agree any reprioritisation with Pathao before it takes effect.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Support and location discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Product 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 required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Hub visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- Supplier briefs and approved vendor coordination

Where an activity requires external support, Vynzo Media will communicate the requirements for Pathao approval before work begins. Following approval, Vynzo Media may manage the supplier and execution on behalf of Pathao.

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 planned work. Pathao will normally provide reasonable access to the relevant hub, partner, staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements will be separately scoped and approved.

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.
Scope review	Relevant requirements and readiness are reviewed.
Approval	Pathao approves the proposed supplier where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

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Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to Pathao.

10. Flexible Capacity and Specialist Support

The partnership is designed to be adjustable. Pathao may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised operating structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project under a separately agreed scope.

Main specialist categories

Support Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, product demonstration, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, service media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, rider or merchant activation or large campaign logistics.

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

Specialist work can be scoped with Pathao based on the required skills, resources, approvals and operational dependencies for each project.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially between months, active media work is planned around approved objectives and audience readiness.

Campaign Objective	Primary Action
Ride acquisition	First completed ride
Food acquisition	First fulfilled order
Courier acquisition	First completed shipment
Commerce adoption	First fulfilled order
Rider onboarding	Verification and first active trip where eligibility is confirmed.

Where required, review campaign setup, app events, deep links and tracking before launch.
Where the relevant setup is already configured, validate it with Pathao's product and analytics owners.

Paid media principle

Active campaigns follow an approved brief, verified event definitions and service eligibility.
Pathao retains authority over campaign activation and audience approval.

12. Governance, Approval and Performance Principles

Pathao approval retained

- Product and service information
- Sensitive customer communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Sensitive customer and partner content
- External suppliers and public activations
- 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, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Pathao responsibilities

- Timely approvals
- Accurate service information
- Product and service validation
- Relevant service and partner availability
- Location and hub access
- Required platform access
- Internal coordination
- Customer permission where applicable
- Approved third party coordination

Where a required Pathao dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved scope, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, platform changes, partner supply and service availability, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of rides, orders, shipments, leads, rankings, impressions, revenue or other business 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 Pathao 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
- Customer journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Pathao specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Pathao confidential competitive strategy.
- Pathao data and custom audiences will not be reused for another client.
- Pathao 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 (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Platform communication discipline

Pathao retains authority over product and service information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Pathao. Product claims and sensitive communication should be reviewed by the appropriate Pathao representative before publication where required.

Customer and partner content requires appropriate permission and approval. Vynzo Media will seek to minimise unnecessary access to personal information where it is not required for marketing execution.

Confidentiality principle

Pathao specific intelligence stays Pathao specific.

14. Separate Technology Support

Where Pathao requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope agreed separately.

Potential areas of support

Capability	Pathao Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Customer 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	Merchant tools, internal platforms and 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, security best practices and operational continuity.

The benefit to Pathao is coordinated communication between marketing and technology while maintaining clear operational and approval responsibilities.

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15. Proposal Scope and Key Terms

Integrated Marketing, Brand & Growth Office
Scope for mutual agreement

The proposed operating model reflects the scope and team configuration described in this proposal. Because the team and service mix are adjustable, Pathao and Vynzo Media may review requirements together if the agreed work materially changes across services, recurring specialist support or deliverables.

Proposed operating scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Core social content aligned with service priorities
- Additional design support within agreed scope
- Video production and editing for approved work
- Photography for service, partner and campaign needs
- Responsive production subject to scope and feasibility
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Activities requiring specific approval

- Paid campaign activation and tracking validation
- Operational paid media management where separately activated
- Major ATL media placement
- Large format production and printing
- Creator partnerships and approvals
- Professional casting and usage permissions
- Venue selection and access
- Promoter coordination
- Large event manpower
- Outdoor placement and permits
- Specialist PR support where separately activated
- Specialist incident communication
- Studio rental and special production equipment
- Large production crews and large set construction
- Travel and location coordination
- Large activation production and permissions
- Technology or software development by Leznit Software Corp.
- Other specialist supplier requirements

Final service agreement

The final service agreement should confirm scope, dependencies, platform access, external supplier approval, confidentiality, privacy and data access, intellectual property and 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 platform access, availability of relevant Pathao 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, launch production 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 Pathao's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended operating and service structure for Pathao Limited based on the opportunities reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting 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

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