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Business Proposal and Strategic Partnership

Date / November 18 th, 2026

Company/ Kazi & Kazi Tea Estate Ltd.

Prepared specifically for authorised review by **Kazi & Kazi Tea Estate Ltd.**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Kazi & Kazi Tea Estate Ltd.
Dhaka, Bangladesh

Date of Issue: November 18th, 2026
Reference: VM/**KK**TEA/IMO/181126

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

Our proposed model is designed to support **KK** Tea not as an isolated external agency, but as an extension of the tea brand's 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 **KK** Tea's marketing activities, improve visibility across digital and search channels, and better connect the tea brand's product capabilities with shopper and public communication.

KK Tea will retain final authority over product information, sensitive communication, shopper related matters, major brand decisions, plans and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove **KK** Tea's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/KKTEA/IMO/181126

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 engagement with **KK** Tea. All services, working 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 Integrated Marketing, Brand and Growth Office for KK Tea 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 not to replace KK Tea's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. KK Tea will retain final authority over product information, sensitive communication, major brand decisions and approved plans. 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 shopper needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for KK Tea 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 what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when KK Tea priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following KK Tea approval.

2. Our Understanding of the Requirement

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

The current opportunity is particularly important because KK Tea has strong product quality and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed package of isolated services.

Operating principle

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

Primary objectives

- Build a consistent and current content system around KK Tea products, experts and shopper needs.
- Improve the connection between awareness, search, consideration, product discovery, purchase intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve product and retailer 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 KK Tea does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give KK Tea 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 is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for KK Tea so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering KK Tea products, brand context, communication priorities, tea brand requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Shopper journey review	Review visible touchpoints from discovery and consideration through product search, enquiry, buying, use and follow up to identify communication gaps and opportunities.
Product and retailer mapping	Map priority products, retailers, divisions, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant product, brand, scope and management approval structure.
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
- Product and retailer visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Shopper discovery, consideration and buying 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 current expert, product, estate, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for KK Tea.

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 what is performing, what is not, where shopper attention appears to be changing and where KK Tea 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 products, experts, campaigns or shopper segments should receive greater focus next?
Identify friction	Where is the shopper 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 KK Tea management, product or management 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 tea brand marketing operation. The structure is intentionally configurable. KK Tea 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 confirmed by mutual agreement 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, expert 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, expert videos, product videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Expert shoots, portraits, product photography, estate photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, product discoverability, retailer 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 be more frequent to understand KK Tea's management team, departments, experts, approvals and current operating rhythm. Once the working model is established, the POC will normally coordinate estate, office or retail visits as agreed where required, with additional visits where operationally necessary.

Content mix

- KK Tea may add an ongoing specialist where the need is recurring and strategically important.
- KK Tea 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 agreed 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	Agreed Monthly Scope
Social content	Core social assets, subject to the agreed monthly scope and priorities
Additional design	Additional design requests, subject to scope and available creative capacity
Video production	Video shoots, subject to agreed capacity
Photography	Photography, subject to agreed capacity

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Reactive production	Reactive shoot requests, subject to team availability, capacity and feasibility
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Monthly content may include tea expertise, product communication, educational content, campaigns, tea culture, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. Deliverables remain subject to mutually agreed scope and requirements. Creative adaptations across platforms will follow approved priorities and available production resources.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, product announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests use the same available creative capacity.

Production capacity
Planned production may cover tea expertise, brewing guides, product videos, interviews and estate stories, alongside campaign content, brand communication and PR related production, as agreed with the team. Production methods and edited outputs will follow mutually agreed scope and requirements. Photography may cover tea specialists, estates, products, teams, corporate imagery, campaigns and visual library development.

Photography may cover tea specialists, estate photography, product photography and team imagery, photography, corporate imagery, campaign imagery and visual library development.
Reactive shoot requests may be accommodated subject to agreed scope, team availability and operational feasibility. If reactive work affects the agreed monthly plan, equivalent work may be reprioritised or additional capacity may be proposed.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Product discoverability
- Retailer 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
- Brand 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
- Retailer 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
- External requirement review and approved supplier coordination

Where an activity requires external support, Vynzo Media will communicate the intended requirement for KK Tea approval before arrangements are committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of KK Tea.

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. KK Tea will normally provide reasonable access to the relevant estate, expert, 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 remain subject to a separately agreed production scope.

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 scope and delivery details are reviewed.
Approval	KK Tea approves the external requirement where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

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

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. KK Tea 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 working 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 through a separately agreed scope

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, brand production pack, 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, expert 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, tea culture 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 blend launch, new product launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work may be delivered through a separately agreed project scope, specialist resource or external support arrangement according to the requirement and prior written approval.

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, operational paid media activity will follow the campaign scope agreed before activation.

Paid Media Activation Requirement	Vynzo Media Approval Process
Initial test campaign	Confirm objective
Recurring brand campaigns	Approve campaign plan
Product launch campaigns	Approve creative
Regional and retail campaigns	Confirm retail coverage
Large integrated campaigns	Agree scope and written approval before activation with the KK Tea team

Where required, campaign setup and tracking requirements will be reviewed during mobilisation and before activation. Existing tracking will be checked for accuracy and reused where it is correctly configured.

Paid media principle

Campaign activation follows approved objectives, creative, tracking and a clear written working scope, with KK Tea retaining final authority over all campaign decisions before launch.

12. Governance, Approval and Performance Principles

KK Tea approval retained

- Product information
- Sensitive product communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Shopper related sensitive content
- Additional external requirements
- 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.

KK Tea responsibilities

- Timely approvals
- Accurate service information
- Product validation
- Relevant expert and team availability
- Facility access
- Required platform access
- Internal coordination
- Shopper permission where applicable
- Approved external requirements

Where a required KK Tea 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, advertising conditions, platform changes, service availability, pricing, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of orders, shoppers, 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 KK Tea 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
- Shopper journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- KK Tea specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes KK Tea confidential competitive strategy.
- KK Tea data and custom audiences will not be reused for another client.
- KK Tea 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.

Tea brand communication discipline

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

Shopper related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to shopper information where that information is not required for marketing execution.

Confidentiality principle

KK Tea specific intelligence stays KK Tea specific.

14. Separate Technology Support

Where KK Tea 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 and agreed requirements.

Potential areas of support

Capability	Tea Brand Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Shopper 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	Retailer 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, security best practices and operational continuity.

The benefit to KK Tea is coordinated communication between marketing and technology while maintaining clear operational, technical and approval separation.

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15. Partnership Proposal and Key Terms

Monthly Integrated Marketing, Brand & Growth Office Partnership
Scope and working terms for mutual agreement

The proposed partnership is based on the recommended scope and team configuration described in this proposal. Because the team and service mix are adjustable, the working scope may be revised by mutual agreement if KK Tea materially adds, removes or replaces recurring specialist capacity or deliverables.

Included in the agreed working scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Core social content assets subject to the agreed monthly scope and priorities
- Additional design requirements subject to scope and available creative capacity
- Video shoot sessions subject to agreed scope and team availability
- Photography shoots subject to agreed scope and team availability
- Reactive shoot support subject to the agreed scope, team availability, capacity 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 separate scope approval

- Advertising campaign activation
- Operational paid media management where separately activated
- Major ATL media placement
- Large printing production
- Influencer participation
- Professional talent engagement
- Venue arrangements
- Promoter manpower
- Large event manpower
- Outdoor media placement
- Specialist PR consultancy where separately activated
- Specialist crisis communication support
- Studio rental and special production equipment
- Large production crews and large set construction
- Major travel arrangements
- Large activation production
- Technology or software development by Leznit Software Corp.
- Other approved specialist external requirements

Final service agreement
The final service agreement should confirm working scope, approval timing, external coordination, confidentiality, privacy and data access, intellectual property, third party responsibilities, 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 KK Tea representatives, confirmation of priority products 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 KK Tea's priorities, campaigns, product 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 strategic, operational and service structure for Kazi & Kazi Tea Estate Ltd. based on the scope presented for management review.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, working 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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