vynzomedia

Business Proposal and Strategic Collaboration

Date / November 17, 2026

Company/ Concord Real Estate Ltd

Prepared specifically for authorised review by Concord Real Estate Ltd

www.vynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Concord Real Estate Ltd
Dhaka, Bangladesh

Date of Issue: November 17, 2026
Reference: VM/CONC/IMO/0902266

Dear Concord Real Estate Management,
Following our independent review of Concord Real Estate's 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 Concord not as an isolated external agency, but as an extension of the developer'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 Concord's marketing activities, improve visibility across digital and search channels, and better connect the developer's property capabilities with buyer and public communication.

Concord will retain final authority over property information, sensitive communication, buyer related matters, major brand decisions, scope priorities 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 Concord's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development 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 professional engagement with Concord. All services, scope arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Concord Real Estate 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 Concord'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. Concord will retain final authority over property information, sensitive communication, major brand decisions and approved scope priorities. 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 buyer needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Concord 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 Concord priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Concord approval.

2. Our Understanding of the Requirement

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

The current opportunity is particularly important because Concord has strong property capabilities 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 loose collection 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 Concord properties, projects and buyer needs.
- Improve the connection between awareness, search, consideration, project discovery, viewing intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve property and project 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 Concord does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Concord access to additional advisers without permanently increasing the fixed team where the need is temporary.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

3. Initial 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 Concord 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 Concord portfolio, brand context, communication priorities, developer requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Buyer journey review	Review visible touchpoints from discovery and consideration through project search, enquiry, viewing, visit and follow up to identify communication gaps and opportunities.
Service and project mapping	Map priority services, projects, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant property, 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
- Service and project visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Buyer discovery, consideration and viewing 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

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Initial production capture
The launch period will include an initial coordinated production session to capture current project, service, property, 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 Concord.

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 buyer attention appears to be changing and where Concord 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, projects, campaigns or buyer segments should receive greater focus next?
Identify friction	Where is the buyer 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 Concord management, property or scope 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 real estate marketing operation. The structure is intentionally configurable. Concord 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 by both parties 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, project 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.

1281 Hornby St 636, Vancouver, BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Creative Designer	Social creative, campaign design, project communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, property walkthroughs, project stories, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Project shoots, team portraits, site and property photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, location discoverability, project 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 Concord's management team, departments, projects, approvals and current operating rhythm. Once the working model is established, the POC will coordinate agreed property visits when needed, with further site support arranged where operationally necessary.

Content mix

- Concord may add an ongoing specialist where the need is recurring and strategically important.
- Concord 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 advisers 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	Included agreed creative capacity
Social content	Social content shaped by approved property and campaign priorities
Additional design	Additional creative work aligned with agreed scope and team availability
Video production	Video production planned around approved project briefs
Photography	Photography aligned with approved project needs

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Reactive production	Reactive production coordinated by mutual agreement Subject to team availability and site access
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
Planned content may cover projects, corporate news, buyer education, launches and approved brand awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. A single core creative adapted for different platforms will not be counted as several completely new core assets.

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

Production capacity
Video production may support property walkthroughs, construction progress, interviews and project stories, brand content, approved event coverage, useful buyer education and campaign communication. Each production brief will define intended use, approvals and delivery approach. Photography activity can document architecture, property interiors, teams, site activity and approved storytelling for a consistent visual library.

Photography briefs may cover project spaces, architectural details, people and corporate activity, subject to approved access, consent, priorities and agreed production scope.
Reactive production may be accommodated by mutual agreement where team availability and site conditions allow. Where urgent work affects the agreed plan, priorities will be reviewed and updated before production is scheduled.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Property discoverability
- Project 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.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

PR and communications support

- Press release drafting
- Corporate announcement support
- Project 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
- Site 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 supplier briefs and approved vendor coordination

When an external supplier is needed, Vynzo Media will communicate the proposed resource brief for Concord approval before material activity is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of Concord.

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. Concord will normally provide reasonable access to the relevant property, project, 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 may require a separate approved 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 resource requirements are obtained.
Approval	Concord approves the external scope where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

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

10. Flexible Capacity and Add On Menu

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

How customisation works

Option	How It Works
Reallocate	Reallocate agreed creative resources. 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 separate project scope.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, project 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, project 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, property awareness activation or large campaign logistics.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

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 development launch, new project launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional projects are considered against specialist capacity, approvals and a clearly documented working scope before execution.

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 management is activated only when paid campaigns are active.

Campaign Planning Stage	Coordinated Operating Approach
Discovery and briefing	Define priority audiences
Tracking and data readiness	Confirm measurement design
Creative testing	Refine approved formats
Campaign learning	Review qualified outcomes
Extension decision	Expand only with demonstrated value and joint scope approval

Campaign setup and measurement requirements are aligned with approved scope before launch, and existing tracking is reviewed for quality before any new technical work is commissioned.

Paid media principle

Media activities begin only with an approved campaign plan, responsibilities and measurement framework. Changes to campaign scope or execution are confirmed with Concord management.

12. Governance, Approval and Performance Principles

Concord approval retained

- Property information
- Sensitive property communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Buyer related sensitive content
- Additional external scope priorities
- 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.

Concord responsibilities

- Timely approvals
- Accurate service information
- Property validation
- Relevant project and team availability
- Property access
- Required platform access
- Internal coordination
- Buyer permission where applicable
- Approved external scope priorities

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

Performance principle

Vynzo Media will seek the strongest reasonable outcome using the approved resources and clearly defined responsibilities. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising resources, platform changes, service availability, scope, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of viewings, buyers, 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 Concord 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
- Buyer journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Concord specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Concord confidential competitive strategy.
- Concord data and custom audiences will not be reused for another client.
- Concord confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and advisers will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Real estate communication discipline

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

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

Confidentiality principle

Concord specific intelligence stays Concord specific.

14. Separate Technology Support

Where Concord 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 agreement.

Potential areas of support

Capability	Developer Relevant Application
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Buyer 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	Buyer 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 Concord is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

Company profile: www.leznit.com

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

15. Engagement Scope and Key Terms

Integrated Marketing, Brand & Growth Office Scope

Capabilities defined by mutual agreement

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

Areas available within agreed scope

- Specialist roles selected by mutual agreement
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Property focused social content and adaptations
- Creative design support based on approved campaign priorities
- Video production guided by approved project briefs
- Photography activity planned around project requirements
- Reactive production subject to mutually agreed project scope
- 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

Resources outside the agreed recurring scope

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

Final service agreement

The final service agreement should confirm operating milestones, scope confirmation, external scope approval, confidentiality, privacy and data access, intellectual property, third party resources, approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

16. Commencement

Formal recurring operations are expected to begin following completion of the initial mobilisation and readiness period, subject to the required platform access, availability of relevant Concord 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 Concord'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 proposed marketing, operational and service framework for Concord Real Estate Ltd for management consideration and 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

Vynzo Media treats commercial information and non public engagement data as confidential. Privacy related enquiries, data handling concerns and confidentiality matters may be directed to privacy@vynzo.ca. Vynzo Media Ltd is registered with the UK Information Commissioner's Office under registration number ZC056799.

United Kingdom
Vynzo Media Ltd
Company No. 16889451
71 to 75 Shelton Street, Covent Garden, London, WC2H 9JQ
Telephone: +44 7397 085272

Canada
Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP.
British Columbia Corporation No. BC1550068
636, 1281 Hornby Street, Vancouver, BC V6Z 0G8
Telephone: +1 778 809 5074

Corporate Notice
This proposal is issued through the Vancouver office of Vynzo Media for a proposed overseas engagement with Concord Real Estate Ltd. All commercial services, responsibilities, approved activity and related obligations under this proposal remain subject to the final mutually agreed service agreement between the relevant parties.