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LOS CABOS TOURISM BOARD

BANCO SANTANDER MEXICO, SOCIEDAD ANÓNIMA, INSTITUCIÓN DE BANCA MÚLTIPLE,
GRUPO FINANCIERO SANTANDER MEXICO, IN ITS CAPACITY AS FIDUCIARY OF THE
IRREVOCABLE INVESTMENT TRUST, ADMINISTRATION
AND SOURCE OF PAYMENT FOR THE MUNICIPALITY OF LOS CABOS.

**ANNEX III "ECONOMIC PROPOSAL"
INTERNATIONAL DIGITAL MARKETING SERVICES,
FOR THE DESTINATION LOS CABOS, BAJA CALIFORNIA SUR.**

The investment in a scheduled Work Plan of the actions of advertising and digital promotion, which must consider the cost of the following services for the fulfillment of the object of the contract:

1. Strategy design and content generation in digital channels in English;
2. *Community Management* for English-language networks;
3. Listen on social networks;
4. Pattern of posts on social networks;
5. Generation and editing of content for page *web* and *blog* in English;
6. *SEO* and *SEM*;
7. Licenses, domains and *SSL*;
8. Page customization and *chatbot*;
9. Program of *e-mail marketing*; and
10. Program of *influencers*.

The administrative expenses and costs related to the management of the account, such as office equipment, material, telephony, overtime, attendance at meetings, customer visits etc., must be considered in the price of the service, mentioning that **"FITURCA"** will not be obliged to pay the cost of any service that is not duly integrated into the Work Plan or the modifications that are previously agreed and approved by the Contract Administrator appointed by **"FITURCA"**.

The per diems and expenses of the WINNING BIDDER for the performance of the activities planned for the fulfillment of the object of the contract, they must be identified and approved by **"FITURCA"**, and must be considered in the Work Plan, for which a maximum rate per day of per diem will be agreed that must not exceed \$ 450.00 (FOUR HUNDRED AND FIFTY US DOLLARS 00/100 USD) per day or its equivalent in national currency.

For this procedure, the numerical quantities will be to 2 decimal places.

The type of contract that is formalized to the BIDDER that is awarded will be open, in accordance with the provisions of Article 58 of the Law of Acquisitions, Leases and Services of the State of Baja California Sur, the maximum budget is **\$32'500,000.00 (THIRTY-TWO MILLION FIVE HUNDRED THOUSAND PESOS 00/100 M.N.)**, according to the budget estimate approved by the Technical Committee of **"FITURCA"**.

For this purpose, the BIDDERS must present their economic proposal considering a minimum estimated disaggregated budget to carry out the actions and concepts of services to be considered in the Work Plan referred to in the numeral **C.1.** of the **Annex II**, which may not represent an amount less than 40% of the maximum budget presented in it, without said amount exceeding the maximum budget referred to in the previous paragraph.

The maximum and minimum amounts to be exercised in the contract will be subject to the budgetary availability obtained from the collection of the Tax on the Provision of the Lodging Service in the Municipality of Los Cabos, Baja California Sur in the period of the provision of services and that is approved by the Technical Committee of "**FITURCA**".

I. FORMAT OF PRESENTATION OF ECONOMIC PROPOSAL. The economic proposal must integrate in a disaggregated manner the concepts that make up the budget, in Mexican pesos or in the local currency of the country of residence of the Bidder, without considering the Value Added Tax, according to the following format:

CONCEPT	SERVICES	AMOUNT		
Monthly match	C.1 C.2.1 a, b, c, d, e, f, g, h, j C.2.2 a, b, c, e, f, g, h, i, j, k C.2.3 a, c, d, e, f C.2.5 C.2.6.1 C.2.6.2 a, c, d C.2.7 to C.2.8 a, b, d C.2.9 C.2.10 a, b C.3	Indicate monthly amount \$		
		Indicate total amount to 24 months \$		
		TYPE OF EXPENDITURE	MINIMUM BUDGET	MAXIMUM BUDGET
Variable Costs	C.2.1 (g) Third-party tools for the generation of dynamics and online contests, gifts or prizes, creation of terms and conditions.	Expenses to third parties	Indicate total quantity	Indicate total quantity
	C.2.1 (h) Contracting the tool			
	C.2.2 (c) The external monitoring tool in case a more robust service is required.			
	C.2.2 (d) Hiring a social media analytics and scheduling tool.			

	<p>C.2.2 (h) License of hashtag measurement tool if required.</p> <p>C.2.3 (b) License or hiring of social listening tool.</p> <p>C.2.3 (g) External listening service for extraordinary cases.</p> <p>C.2.4 Guideline budget.</p> <p>C.2.5 In case of requiring an editor or Copy specialized for the realization of certain contents.</p> <p>C.2.5 (e) Specific tool for in-depth analysis of key indicators of the page <i>web</i> at the request of FITURCA.</p> <p>C.2.6.2 (b) media investment</p> <p>C.2.7</p> <p>C.2.8 (c) Personalization platform <i>web</i>.</p> <p>C.2.8 (d) Platform of <i>chatbot</i>.</p> <p>C.2.9 (d) Service, tool or platform for the generation of <i>Leads</i>.</p> <p>C.2.10 (d) Costs of per diems, transportation, lodging and logistics of the <i>influencers</i>.</p>			
	<p>C.2.4 Agency commission for investment in guideline</p> <p>C.2.6.2 (b) Agency Commission on Media Investment</p>	Percentage of fees	% Indicate percentage	
TOTAL			\$ (Total monthly match x 24 months + Corresponding variable costs)	\$ (Total monthly match x 24 months + Corresponding variable costs)

Note: For the purposes of valuation of economic proposals, "**FITURCA**" will consider the exchange rate published by Banco México in the Official Gazette of the Federation of the day prior to the day on which they were presented.

II. CRITERION OF ALLOCATION OF POINTS ECONOMIC PROPOSAL. 45 points will be allocated for the proposal whose representation fees and expenses (equal + minimum variable

costs) together represent the lowest total cost compared to the other proposals submitted by the bidders; additionally, 5 points will be assigned to the proposal whose percentage of commission on investment in media represents the lowest cost.

For other economic proposals, the points will be allocated according to the following formula:

$$PPE = (MP_{emb} \times 45 / MP_i) + (MComb \times 5 / MC_i)$$

Where:

EPP = Score or percentage units that correspond to the Economic Proposal.

MP_{emb} = Amount of the lowest economic proposal.

MP_i = Amount of the i-th Economic Proposal (Average of the total economic proposals that were subject to evaluation).

Mcomb = Lowest commission amount

Mci = Amount of the i-th commission.

To calculate the final result of the score or percentage units obtained by each proposal, the convener will apply the following formula:

$$PT_j = TPT + PPE \quad \text{For all } j = 1, 2, \dots, n$$

Where:

PT_j = Total percentage unit(s) of the proposition;

TPT = Total Score or percentage units assigned to the Technical proposal;

EPP = Score or percentage units assigned to the Economic Proposal, and

The subscript "j" represents the other propositions determined as solvents as a result of the evaluation.

Headings:

"FITURCA"

Cabo San Lucas, Baja California Sur, Mexico, on the 8th day of April 2022.

ARQ. RODRIGO ESPONDA CASCAJARES

Director General of the
Los Cabos Tourism Trust F/2110602-0

SCI. MAURICIO DE JESÚS PÉREZ SALICRUP

Secretary of the Technical Committee of the
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