

Broadfolio

**Broadfolio MEA's Market Introduction Project Offer to SURE
Tampere**

January 25th, 2022

Dear Partner,

Broadfolio MEA FZ LLC would like to thank you for your interest in our company and in our consulting services. Through the means of this proposal, we would like to express our interest to develop partnership between SURE Tampere and Broadfolio.

Today Broadfolio is consulting tens of companies in the Middle East region and is the trusted partner for companies on several business verticals and for reseller partners in the consumer and the enterprise market.

We hope our offering exceeds your expectations and leads to a prospering long-term partnership.

In Dubai, United Arab Emirates on the January 25th, 2022.

Sincerely,

Kimmo Kytosaari
Executive Director
Broadfolio MEA FZ LLC
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Company Information

Broadfolio

Broadfolio MEA FZ LLC, PO Box 390 405, Dubai, United Arab Emirates. Trade License No.: 565/2010 VCC

Company Details

Established: 2010
 Country of registration: United Arab Emirates,
 Trade licence number: 565/2010 VCC
 Address: P.O.Box 390405, Dubai, UAE

About Broadfolio MEA FZ LLC

Broadfolio MEA is a consulting company specializing in market entry, sales and business development services for companies in emerging markets such as Middle East and Africa. The company provides low cost, high impact alternative to market entry, and efficient addition to your existing sales organization. Broadfolio MEA is registered in the United Arab Emirates and operates under the laws of United Arab Emirates. Information about Broadfolio can be found from company www-site: www.broadfolio.com

Services

Broadfolio offer wide variety of services. These services include Market Entry service, Local Sales Force service, Consulting service and Project Management service. Overview of services is given below.

Market Entry service

Wide variety of Market Entry services based on your needs

- Analysis of market entry potential and localization needs
- Marketing and sales lead generation
- Localization of the business cases to meet the market requirements
- Roadshows and exhibitions in the region
- Local partner selection.

Local Sales Force service

Local sales organization as a service

- Marketing
- Business development
- New customer hunting
- Account and relationship management
- Partner management
- Ongoing management of contact network.

Consulting service

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Variety of generic consulting services that can be managed in short projects.

- Market strategy and localization of product strategy
- Support in establishing local subsidiary and finding correct local sponsors for your business
- Guidance in local laws and regulations
- Identification of reseller partners
- Creation of representative network and market contacts.

Project Management service

Project management services for sales and delivery purposes

- Account management in specific, predefined sales projects
- Project management in delivery projects.

Background

SURE Tampere (hereafter “SURE” or “Client”) has communicated, in discussions preceding this offer, to Broadfolio MEA FZ LLC (hereafter “Broadfolio” or “Consultant”) the SURE's desire to conduct a SURE Market Introduction project (hereafter “project”) in the United Arab Emirates.

A target of Market Introduction project is to introduce the SURE concept in the United Arab Emirates, and to evaluate the SURE fit for international markets. Target of the project is to arrange meetings with possible future technology partners and integrators/service providers and public safety organisations involved in smart city incentives and event security. In addition, separate visits will be arranged for Dubai Future foundation and Sharjah Innovation Park to discuss possible future co-operation.

Broadfolio has an extensive experience and network in the Middle East, and we are certain, that Broadfolio would be of great assistance for SURE in business development activities in the Middle East region.

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Project Proposal

This chapter presents the initial suggestion from Broadfolio to SURE for the Market Introduction project. The detailed start date of the project will be mutually agreed in further discussions between the parties.

Project personnel

The Business Development project will be led by Broadfolio's Executive Director, Mr. Kimmo Kytösaari, based in Dubai, UAE and primarily supported by Broadfolio associates in the Middle East region.

Methodology

Target of the Market Introduction project is to evaluate SURE market fit for international markets and get feedback from local public safety organizations and from local technology providers and possible integrator partners.

Scope of the Expo project

The following tasks will be part of the Market Introduction project:

- To arrange meetings with public safety organizations (Dubai Police, Abu Dhabi Police, UAE Civil Defense)
- To arrange meetings with possible technology and integrator partners (Orange Group, Smart World, Nokia Business Services)
- To arrange a visit to start-up and innovation hubs (Dubai Future Foundation and Sharjah Innovation Park)
- To do the required follow up with relevant stakeholders.

Inputs from SURE

The project will also require input from SURE as listed below:

- Sufficient concept training
- Marketing and sales material in English
- Dedicated contact person for the project and support for customer meetings.

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Schedules

Starting date of the project will be on 15th of February 2022 or later as mutually agreed and will continue until 5th of March 2022. The following diagram lists the key milestones for the project.

Reporting

- Broadfolio will actively keep the named person at SURE informed on weekly conference calls
- The official monthly report will be provided to SURE once a month.

Commercial Terms

Remuneration model

	€	Deliverables
CONTACTS Potential clients Potential partners	9 000	Preparations and negotiation plans for identified clients and partners in the region. Setting up the meetings. Follow up.
VISIT PROGRAM FOR NETWORKING Booking and scheduling the network meetings	5 900	Mutually agreed interesting business hubs and other networking meetings planned and booked. Follow up.
	14 900	

- The project fee is 14.900 EUR and it will be invoiced 15th February 2022. The Fee is payable to the Consultant within 14 days from date of invoice.

All fees are exclusive of VAT, GST, or any sales tax if applicable.

We hope that this offer is to your satisfaction and look forward to your valued response.

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