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Strategic Partnership Proposal for
Sereno Levande

Date / November 6, 2026

Company/ Sereno Levande

Prepared specifically for authorised review by Sereno Levande

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
Sereno Levande
Dhaka, Bangladesh

Date of Issue: November 6, 2026
Reference: VM/SERENO/IMO/110626

Dear Sereno Levande Management,
Following an independent review of Sereno Levande·s publicly visible digital 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 Sereno Levande not as an isolated external agency, but as an extension of the company'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 Sereno Levande's marketing activities, improve visibility across digital and search channels, and better connect the company's property capabilities with customer and public communication.

Sereno Levande will retain final authority over property information, sensitive communication, client related matters, major brand decisions, 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 Sereno Levande'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 commercial engagement with Sereno Levande. 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 Sereno Levande 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 Sereno Levande'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. Sereno Levande will retain final authority over property information, sensitive communication, major brand decisions and approved 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 resident needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Sereno Levande 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 Sereno Levande priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Sereno Levande approval.

2. Our Understanding of the Requirement

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

This opportunity is relevant because Sereno Levande has a defined property services proposition 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 clear content system around properties, owner confidence, resident needs and corporate housing.
- Improve the connection between awareness, search, property discovery, viewing requests and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and property 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 Sereno Levande does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Sereno Levande 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 Sereno Levande 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 Sereno Levande services, brand context, communication priorities, property service needs and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Property journey review	Review visible touchpoints from discovery and consideration through property search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Service and property mapping	Map priority services, property categories, audiences, 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 property advisor visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- resident discovery, consideration and booking 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
Initial production may be planned around genuine property imagery, services, people, on site operations and brand materials. The production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Sereno Levande.

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 resident attention appears to be changing and where Sereno Levande 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, property advisors, campaigns or resident segments should receive greater focus next?
Identify friction	Where is the property 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 Sereno Levande 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 housing marketing operation. The structure is intentionally configurable. Sereno Levande 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 mutually confirmed 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, property advisor 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, property advisor videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	property advisor shoots, portraits, service photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, property advisor 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 Sereno Levande's management team, departments, property advisors, approvals and current operating rhythm. Once the working model is established, the POC will coordinate property visits as required by the mutually agreed scope and priorities, including extra visits where operationally necessary.

Content mix

- Sereno Levande may add an ongoing specialist where the need is recurring and strategically important.
- Sereno Levande 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 effort 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	Illustrative Scope and Approach
Social content	Social editorial, property stories and campaign adaptations based on agreed priorities
Additional design	Digital, print and activation design guided by the mutually approved scope and workflow
Video production	Property tours, interviews and motion storytelling
Photography	Property, place and people photography

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Reactive production	Responsive content for launches and emerging needs subject to agreed scope and resources
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
Content may include property tours, service education, owner stories, neighbourhood features, campaigns, corporate housing insights, professional commentary, brand storytelling and trust building materials aligned with the approved priorities. The precise selection of channels and formats will follow the agreed scope, requirements and review process, with no predetermined publishing or production volumes.

Additional design requests
Design capabilities include property brochures, digital display assets, presentations, campaign materials, on site communication, corporate information, social graphics and other relevant brand collateral. Delivery depends on the mutually agreed project requirements.

Production capacity
Video production may cover property walkthroughs, neighbourhood stories, resident education, owner and employee interviews, corporate housing explainers, brand communication and campaigns. Photo and motion workflows can be adapted to each brief, with production planning and editing coordinated around property access, required approvals, available personnel and the intended audience.

Photography may include interiors, amenities, people, neighbourhoods, corporate occasions and curated visual libraries for website, editorial, paid and communication use.
Responsive work may be considered for campaign moments and operational requirements where the timing, locations, approvals and production resources permit. Any change to the original priorities will be reviewed together and remain subject to agreed project scope.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Property 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
- property advisor 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
- Property site visits and material movement
- Residential, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External brief collection and approved supplier coordination

Where an activity needs specialist resources, Vynzo Media will present the proposed scope and process for Sereno Levande approval before work begins. Following approval, Vynzo Media may coordinate the supplier and execution on behalf of Sereno Levande.

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. Sereno Levande will normally provide reasonable access to the relevant facility, property advisor, 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 separate written approval.

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 project requirements and suitability are documented.
Approval	Sereno Levande approves the external scope 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 Sereno Levande.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. Sereno Levande 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 through a separately agreed scope.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited media assets, property tour production, 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, property 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, housing education 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 property launch, wider awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Optional specialist work may be planned through a separate mutually approved scope and delivery process appropriate to the requirement.

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. Since campaign needs can vary across periods, paid media execution and evaluation will follow the agreed campaign requirements and approvals.

Campaign Readiness Stage	Recommended Operating Focus
Discovery and brief	Audience, property and objective mapping
Creative and landing pages	Message, journey and experience review
Tracking and measurement	Analytics and lead quality validation
Launch and optimisation	Agreed testing and creative learning
Scaling decisions	Performance review and mutual approval of the next campaign direction

Where required, setup and tracking verification will be planned as part of the mutually agreed scope. Previously completed integrations will be reviewed before further action.

Paid media principle

Paid media activation must follow campaign objectives, account readiness and written approvals. Vynzo Media will not activate advertising without the appropriate client authorisation.

12. Governance, Approval and Performance Principles

Sereno Levande approval retained

- property information
- Sensitive property communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Client related sensitive content
- Additional specialist approvals
- 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.

Sereno Levande responsibilities

- Timely approvals
- Accurate service information
- property validation
- Relevant property advisor and team availability
- Facility access
- Required platform access
- Internal coordination
- resident permission where applicable
- Approved external scopes

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

Performance principle

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

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, residents, 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 Sereno Levande 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
- Property journey insights
- Confidential commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

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

Property communication discipline

Sereno Levande retains authority over property information. Vynzo Media may prepare scripts, communication, campaigns and content using information approved by Sereno Levande. Property facts, availability, tenancy conditions and public claims need review by an authorised representative before publication where required.

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

Confidentiality principle

Sereno Levande specific intelligence stays Sereno Levande specific.

14. Separate Technology Support

Where Sereno Levande 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 approval.

Potential areas of support

Capability	Property 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	Property 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 Sereno Levande is coordinated communication between marketing and technology while maintaining clear operational and approval responsibilities.

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15. Collaboration Proposal and Key Terms

Integrated Marketing, Brand and Growth Office Partnership

Scope agreed before activation

The proposed partnership brings connected strategy and marketing execution into one coordinated model, with a specialist team selected for Sereno Levande and the needs of its different property audiences. The working approach may evolve through mutual agreement as business priorities and available access develop.

Capabilities within an agreed scope

- Configurable and accountable specialist team
- Brand and growth strategy with a primary point of contact
- Coordinated communication across relevant social platforms
- Original property, lifestyle and educational creative
- Digital collateral and campaign artwork as required
- Property video, motion and walkthrough production
- Photography of properties, people and environments
- Responsive content for emerging priorities, subject to mutual agreement
- Creative direction, editing and standard production coordination
- SEO and answer engine optimisation support
- Performance marketing planning and campaign readiness
- Public relations and corporate communications support
- Ground coordination and approved supplier management
- Measurement reviews and ongoing planning

Specialist work by agreed requirement

- Campaign planning and audience research
- Paid campaign execution when approved
- Outdoor and place based communication
- Printed brand and property collateral
- Creator and partnership coordination
- On camera talent and expert contributors
- Location and on site coordination
- Community and corporate engagement
- Activation planning and field support
- Property launch communication
- Press relations and thought leadership
- Reputation response and issue planning
- Photography environments and specialised production
- Complex shoots and extended filming arrangements
- Regional field coordination and travel planning
- Brand experiences and event communication
- Web, analytics, CRM and integration capabilities
- Other relevant specialist work subject to a clear brief

Final service agreement

The final agreement will document the approved scope, responsibilities, confidentiality, privacy, data access, intellectual property, approval rights, communication routes, third party dependencies, change control, brand governance, reasonable liability provisions and review mechanisms, together with commencement, transition and handover arrangements.

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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 Sereno Levande 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 Sereno Levande'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 outlines Vynzo Media’s proposed operational and service structure for
Sereno Levande based on the current independent audit and recommended priorities.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, collaboration terms or implementation responsibilities may be agreed through the final 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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