



INFLUENCER AGREEMENT

This will set forth the agreement ("Agreement") between Felicia Putri Tjiasaka ("Influencer") and Waggener Edstrom Worldwide Singapore Pte Ltd. ("Agency" or "WE") on behalf of AIA Singapore, with regard to Influencer's performance of social media content creation services for Client and the Exclusive Trip to Singapore with AIA (the "Products/Services"). Our agreement is as follows:

1. Term. This Agreement will be effective as of 6 September 2024 and will remain in effect through 16 April 2025 unless terminated in accordance with paragraph 9 or paragraph 11 below.

2. Services. Influencer agrees to act as an influencer and make personal appearances and render other public relations services for Client and Client's Products/Services as directed by Agency. In serving as an influencer for Client, Influencer agrees to perform services as follows:

- I. Influencer agrees to publish content based on the brief provided by Client and Agency, on their personal Instagram ([@feliciaputritjiasaka](#)) and TikTok ([@felicia.tjiasaka](#)) account, ensuring that:
 - a. The influencer punctually and diligently creates original content that is decent, honest, and factual about the experiences featured to the best of their ability and with the reasonable directions of Agency and Client;
 - b. The content will showcase AIA's commitment to wealth management excellence, as agreed upon by the client, to drive awareness of AIA Singapore's comprehensive wealth management offerings, including: 1) [AIA Wealth Centre](#), 2) The suite of [AIA Platinum series products](#), 3) [AIA Altitude](#) membership, 4) [AIA International Wealth](#); which are backed by AIA's century-long legacy across 18 pan-Asian markets.
- II. The Agency would like to engage with Influencer to participate in the campaign and deliver the following:
 - a. Development of production timeline for the photo and video post detailing locations/experiences, and script, caption or in-visual copies & stickers to accompany the photo/each frame of the video at each location/experience showcased, to be pre-approved by Client;
 - b. CTA caption that would be used to accompany all posts created as part of this engagement, where relevant;
 - c. Campaign performance report to be submitted four weeks from the date of every post publishing, detailing reach, and audience engagement statistics, for the photos and videos posted on Instagram/TikTok.

Content Expectations:

- a. The content of each post will feature the Influencer experiencing various exclusive offerings at AIA IW, sharing with their community the pre-approved activities and experiences that highlight AIA Singapore's comprehensive wealth management offerings, including: 1) [AIA Wealth Centre](#), 2) The suite of [AIA Platinum series products](#), 3) [AIA Altitude](#) membership, 4) [AIA International Wealth](#); which are backed by AIA's century-long legacy across 18 pan-Asian markets..
- b. In the posts shared, the Influencer is required to include a call to action (CTA) as a form of advocacy to encourage regional and international audiences to consider AIA SG's full suite of wealth management offerings.
- c. Final post photos and videos, including corresponding copy for each post shall be approved by Agency and Client prior to publishing on Influencer's social media

page. All approvals will proceed in accordance with the production timelines agreed by the Agency and Client;

- d. Once approved, Influencer to publish the approved post on their social media page on mutually agreed date and time. Time to be advised by Influencer for best engagement with audience;
 - e. Influencer to track engagement upon publishing all content including Instagram stories;
 - f. Influencer to share insights relating to posts and stories with Agency and client after four weeks of the final post being published;
 - g. Mandatory tags/hashtags to be included in all mandatory deliverables as part of this engagement:
- **1x IG reel** (to be reposted on TikTok, or vice versa) (to be posted within two week after the fam trip, and be kept on their page for at least 6 months)
 - **1x carousel post** (at least 3 slides) (to be posted within two weeks after the fam trip, and be kept on their page for at least 6 months)
 - **Minimum of 3x IG Stories** (on AIA WC / AIA Platinum wealth products / AIA Altitude membership / fam trip activities) – to be posted on day one of fam
 - **Minimum of 3x IG Stories** (on AIA WC / AIA Platinum wealth products / AIA Altitude membership / fam trip activities) – to be posted on day two of fam
 - **#AIAIW #AIA #AIASG #Wealthbeing**
 - **@AIASingapore**

3. Name, Likeness and Statements. Agency and Client shall have the right to use, throughout the world, Influencer's name, signature, likeness, photograph, biography, and statements pertaining to Influencer's use of and experiences with the Products/Services (collectively, "Influencer's Identity") for general and publicity purposes, in personal appearances and in any publicity materials, including without limitation across Client's owned media platforms which includes social media accounts and website throughout the duration of the campaign (the "Publicity Materials"). This provision shall survive the expiration or termination of this Agreement. Influencer waives any right to inspect and approve finished Publicity Materials and Influencer will not hold Agency or Client responsible for any liability resulting from the use of the Publicity Materials in accordance with this Agreement.

Influencer's statements may be used in whole or in part and may be paraphrased, amplified, shortened, and/or put into conversational form to meet the requirements of copy, layout and/or script, provided their general sense is not changed.

4. Compensation. In full consideration for Influencer's services and the use of the Publicity Materials produced hereunder, Agency will pay Influencer and Influencer agrees to accept, the following compensation:

- (a) **SGD 13,000**
- (b) All payments will be made net and structured as follows: 50% downpayment upon confirmation of services, and the remaining 50% payment after full delivery of scope. Influencers are to issue invoices for each respective payment phase.

The invoice is to be addressed to Waggener Edstrom Worldwide Singapore Pte Ltd and sent to Finance-SG@we-worldwide.com [mailto:](#)for processing.

- (c) If Influencer fails to deliver the content as per the agreement, the Influencer agrees to fully refund the paid amount to Agency within five working days.
- (d) Neither Agency nor Client shall be under any obligations for the payment of any commissions or fees to any agent of Influencer on account of this Agreement.

5. Exclusivity. Influencer agrees that he/she will remain exclusive for at least one week after his/her content goes live on his/her social media platforms. Influencer will not, at any time during the Term:

- (a) Render any services that are directly or indirectly competitive to or incompatible with Client's Products/Services ("Competitive Products")

6. Confidentiality. By the nature of Influencer's duties, Influencer may be exposed to certain information deemed proprietary and confidential by Client. Influencer agrees that Influencer will not at any time disclose to anyone any such confidential information without prior written consent from Client or Agency. This paragraph shall survive the termination or expiration of this Agreement.

7. Representations and Warranties. Influencer represents and warrants that:

- (a) Influencer will perform services on such dates and at such times and places as Agency shall specify. Agency shall notify Influencer of the designated times and dates at least forty-eight (48) hours in advance. Influencer will notify Agency immediately thereafter of Influencer's unavailability due only to any events specified in Section 14 that would prevent Influencer from appearing and in such event.

- (b) Influencer agrees to maintain open communication with the Agency, including promptly responding to calls, messages, and emails. Influencer shall respond to all communications no later than 48 hours after receipt. In the event influencer is unable to respond within the time frame, due reason should be provided.

- (c) Influencer's statements will reflect Influencer's honest views and experience with the Products/Services (Influencer agrees, if necessary, to furnish appropriate testimonial affidavits);

- (d) Influencer will promptly notify Agency if Influencer's opinion of the Products/Services changes from that which Influencer has expressed to Agency to date;

- (e) Influencer has the right and authority to enter into this Agreement without violating the rights of any third party;

- (f) Influencer will comply with whatever reasonable instructions, suggestions and recommendations that Agency or Client may give Influencer in connection with the rendition of her services;

- (g) Influencer will comply with all applicable laws, regulations, guidelines, orders and ordinances in rendering the services provided for herein, including but not limited to the guidelines set forth on Exhibit A, attached hereto.

8. Termination. Agency and Client shall have the right, at their option, to terminate this agreement immediately in the event that:

- (a) Influencer fails, neglects or refuses to fully perform any of the obligations to be performed hereunder;

- (b) Influencer materially breaches the terms of this Agreement or any of the warranties or representations made herein;

(c) Influencer commits any act or does anything that is or shall be an offense involving moral turpitude under Federal, state or local laws, or which brings Influencer, Client or Agency into public disrepute, contempt, scandal, or ridicule, or which insults or offends the community or any substantial organized group thereof, or which might tend to injure the success of Client or any of Client's products or services; or

(d) the campaign relating to the Influencer's services hereunder has been terminated or Client otherwise determines, in its reasonable judgment, not to continue Influencer's services hereunder.

Agency's decision on all matters arising under this paragraph shall be conclusive.

9. Repayment. If this Agreement is terminated under paragraphs 8(a), (b) or (c), Agency shall only be obligated to pay Influencer for services rendered and expenses incurred prior to the date of termination. If Agency terminates this agreement under paragraph 8(d), Agency shall pay Influencer 100% for services rendered and expenses incurred prior to the date of termination and 25% for all unused services. If Influencer's compensation has been pre-paid, Influencer will promptly return any overpayment to Agency and no further compensation shall be due to Influencer.

10. Professionalism. Agency and the influencer agree to uphold professionalism at all times. The influencer represent and warrant that you have fully disclosed and provided to Agency prior to the execution of this Agreement, all information concerning: (i) any failure by you to conduct yourself with due regard to public morals and conventions; (ii) any action by you which has or could degrade you in society, or which brings the same into public disrepute, contempt, scorn, or ridicule; (iii) any action by you which tends to shock, insult or offend the community, public morals, decency or damage Agency' or Client's reputation or companies' image; and/or (iv) any appearances made by you in any media which contains material not reasonably suitable for consumption by Agency and Client's public audience. You shall immediately notify the Agency of any additional information concerning such events set out above which arise after the execution of this Agreement. You acknowledge Agency' ability to advertise, market and promote your services without controversy or negative public relations implications, is a material inducement to Agency entering into this agreement. Therefore, if at any time during the term of this agreement, and/or during the performance of services, new information concerning you becomes publicly available or newly known to the Agency, or to the general public, which the Agency determines to be inconsistent with the standards and expectations set out in this clause, the Agency shall have the right without limitation, to terminate this agreement without liability or obligation by giving you a written notice of 15 (fifteen) days stating the reason for such termination. You will be given an opportunity to respond in writing within 7 (seven) days. The Agency shall provide its final decision after reviewing your written response, before expiry of the written notice. Decision of the Agency in this matter will be final. The written notice and reasons for termination will be kept confidential between the Agency and you. Your conduct is a material condition of this Agreement.

51. Equitable Relief. Influencer's services hereunder are special and unique, the loss of which could not be adequately compensated in damages and that Influencer's failure to perform the obligations hereunder would cause Agency and Client to suffer irreparable loss and damage. Accordingly, Influencer agrees that should Influencer fail to perform such obligations, Agency or Client shall be entitled to ex-parte injunctive or other equitable relief to prevent the continuance of such failure or to prevent Influencer from performing services for, or granting rights to others, in violation of this agreement.

12. Status. Influencer's status hereunder is that of an independent contractor and not an employee or agent of Agency or Client.

13. Interviews; Disclosure of Relationship.

(a) Influencer shall, at all times, respond, discuss and comment in a favorable and positive manner about Client and the Products/Services. If Influencer is employed by, works for, or provides content to, any means of mass communication, such as newspapers, magazines, radio, television or the Internet (collectively, the "Media"), in interviews or otherwise, then Influencer will not speak about or refer to the Client or the Products/Services, directly or indirectly, in such capacity through the Media, without disclosing that Influencer is acting on behalf of Client. The form of any such disclosure shall be mutually agreed to by the Agency and Influencer.

(b) Influencer acknowledges and agrees that, after the Term, Influencer is not required to make any statements about, or provide any opinions regarding, the Products/Services, any such statements and/or opinions being Influencer's sole decision. Both Agency and Client disclaim any liability for, or involvement with, any such statements made after the Term.

14. Force Majeure. In the event of sickness or of accident or emergency beyond Influencer's reasonable control which renders Influencer unable to render services, or if performance is prevented, rendered impossible or infeasible by any act or regulation of any public authority or bureau, civil disorder, strike or other labor difficulty, epidemic, interruption in or delay of transportation services, war, terrorist actions, or emergencies, or any cause beyond the control of Influencer, Agency and Client shall have the right to extend the Term hereof for an equivalent period, without any additional compensation to Influencer, subject to Influencer's prior professional commitments.

15. Notices. Notices under this Agreement shall be in writing and shall be sent, postage prepaid, by regular first-class mail or commercial courier to the receiving party at that party's address set forth below, or at such other address as that party shall have previously indicated by written notice. Such notice is effective upon receipt at the designated address.

If to Influencer:

Felicia Putri Tjiasaka
[Address]

If to Agency:

Waggener Edstrom Worldwide Singapore Pte Ltd.
3 Harbourfront Place
Harbourfront Tower 2
#12-02 to 04
Singapore 099254

16. Miscellaneous. This Agreement represents the entire agreement between the parties concerning the subject matter herein and shall be governed by and construed in accordance with the laws of Singapore. This Agreement may only be modified or assigned by a written document signed by both parties.

17. Indemnification. Influencer shall defend, indemnify and hold harmless Client and Agency from and against any and all damages, costs, judgments, penalties and expenses of any kind (including reasonable legal fees and disbursements) which may be obtained against, imposed upon or suffered by Client or Agency as a result of the breach by Influencer of this agreement or any of the warranties and representations made herein or as a result of any representation, information or material supplied by Influencer to Agency or Client in connection herewith, or as a result of Influencer's negligent acts or omissions.

18. Contests and Sweepstakes. If Influencer has agreed to perform Services pertaining to any contest, sweepstakes, or other competition (referred to collectively as "competition") for Agency and/or Client, Influencer acknowledges and agrees that it shall be solely responsible for conducting (or for having a third party conduct) and for all expenses associated with proper legal review and clearance of the competition rules to ensure that the competition complies with all applicable laws


and regulations. Neither Agency nor Client will provide legal review of or legal support for the competition or associated competition rules.

19. Waiver of Liability. Neither Client nor Agency shall be liable, including financial responsibility for injuries incurred, regardless of whether injuries are caused by negligence.

ACCEPTED and AGREED:

**WAGGENER EDSTROM WORLDWIDE
SINGAPORE PTE LTD**

INFLUENCER


Daryl Ho (Sep 6, 2024 17:20 GMT+8)

Signature

Signature

September 2024

Date

Date

EXHIBIT A

ETHICAL STANDARDS GUIDELINES FOR INFLUENCERS

1. Influencer will at all times act in a professional manner, in accordance with the highest standards in the industry for services similar to the services to be performed by Influencer.
2. Influencer's statements will reflect Influencer's honest views and experience with the Products/Services.
3. Influencer shall not act or engage in any practice or conduct in any manner detrimental to the reputation of Client or the Products/Services.
4. Influencer shall comply with all laws, rules and regulations applicable to his or her conduct hereunder.
5. Influencer shall not take any action that may harm the environment or endanger the health and safety of Agency's or Client employees, or the public.
6. Influencer shall not engage in the unlawful manufacture, distribution, possession, use, or being under the influence of a controlled substance, illegal drugs and/or alcohol during the time he or she is performing services hereunder, or otherwise at any time that may have a negative impact upon Influencer's services hereunder.
7. Influencer shall not make any false, misleading or disparaging remarks about individuals or organizations or their products or services.
8. Influencer shall comply with all reasonable and lawful requests or directions of Agency or Client.
9. While on any third party's premises, Influencer shall comply with all of such third party's rules and regulations including, but not limited to, safety, health, and rules prohibiting misconduct on such premises such as use of physical aggression against persons or property, harassment, and theft.
10. Agency believes in full, fair and effective disclosures of material facts relating to Influencer's relationship with, and payment of consideration by, Agency and Client. If Influencer is asked to speak in an editorial or expert capacity (including though live appearances or through any media) in any situation in which it is not obvious that the Influencer is acting on behalf of Client, Influencer will use his or her best efforts when speaking about or referring to the Products/Services to disclose Influencer's financial relationship with Client.