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Business Proposal and Strategic Partnership

Date / November 09 , 2026

Company/ SQUARE Air Limited

Prepared specifically for authorised review by **SQUARE Air Limited**

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
SQUARE Air Limited
Dhaka, Bangladesh

Date of Issue: November 09 , 2026
Reference: VM/SQAR/IMO/110926

Dear **SQUARE Air Management,**

Following our independent review of SQUARE Air's public 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 SQUARE Air not as an isolated external agency, but as an extension of the operator'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 SQUARE Air's marketing activities, improve visibility across digital and search channels, and better connect the operator's operational capabilities with customer and public communication.

SQUARE Air will retain final authority over operational information, sensitive communication, customer related matters, major brand decisions, approvals 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 SQUARE Air's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Yours sincerely,
Business Development Department
Vynzo Media

VM/SQAR/IMO/110926

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 SQUARE Air. All services, commercial 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 SQUARE Air 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 SQUARE Air'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. SQUARE Air will retain final authority over operational 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 customer needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for SQUARE Air 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 SQUARE Air priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following SQUARE Air approval.

2. Our Understanding of the Requirement

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

The current opportunity is particularly important because SQUARE Air has strong aviation 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 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 consistent and current content system around SQUARE Air charter services, fleet and customer needs.
- Improve the connection between awareness, search, consideration, charter discovery, booking intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and aircraft 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 SQUARE Air does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give SQUARE Air 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 SQUARE Air 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 SQUARE Air services, brand context, communication priorities, operator requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Charter journey review	Review visible touchpoints from discovery and consideration through fleet and service search, enquiry, booking, visit and follow as agreed identify communication gaps and opportunities.
Service and pilot mapping	Map priority services, pilots, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant operational, brand, approval 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 pilot visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Charter research, enquiry 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

The launch period will include an initial coordinated production session to capture current pilot, service, facility, 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 SQUARE Air.

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 customer attention appears to be changing and where SQUARE Air 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, pilots, campaigns or customer segments should receive greater focus next?
Identify friction	Where is the charter decision 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 SQUARE Air management, operational 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 aviation marketing operation. The structure is intentionally configurable. SQUARE Air 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 confirmed through joint review 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, pilot 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, pilot videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	Crew shoots, portraits, service photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, pilot 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 SQUARE Air’s management team, departments, pilots, approvals and current operating rhythm. Once the working model is established, the POC will coordinate relevant site visits according to a mutually agreed schedule and operational requirements.
where operationally necessary.

Content mix

- SQUARE Air may add an ongoing specialist where the need is recurring and strategically important.
- SQUARE Air 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 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	Flexible Production Capability
Social content	Original channel content, visual storytelling and platform adaptation, subject to agreed scope
Additional design	Responsive visual design and campaign adaptations within mutually approved project requirements
Video production	Approved aircraft and crew focused video production
Photography	Approved aviation photography and asset capture

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Reactive production	Additional visual capture as needs evolve subject to operational access and approval
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
Monthly content may include pilot content, service communication, educational content, campaigns, aviation 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, pilot announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests use the same available creative capacity.

Production capacity
Approved video production may include crew stories, educational films and service explainers, interviews, aircraft imagery, campaign communication and relevant public relations content. Production can produce suitable edited assets for approved channels. Photography capture may document real crew, aircraft, hangar environments and approved corporate initiatives.

Photography can support portraits, aircraft stories, operational settings and brand imagery, including a reusable visual library for approved communications. Responsive photography or film capture may be arranged with an agreed brief and operational approval. Adjustments to planned production will be agreed before delivery. No fixed production quantities or monthly volumes are promised.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- Fleet 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
- Pilot 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
- Aviation 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 scope brief collection and approved supplier coordination

Where specialist external support is needed, Vynzo Media will confirm scope and approval requirements with SQUARE Air before any external work begins. Once approved, Vynzo Media can coordinate the relevant supplier and execution on SQUARE Air's behalf.

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. SQUARE Air will normally provide reasonable access to the relevant facility, pilot, 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 process.

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.
Supplier review	Relevant scope brief or requirement information is obtained.
Approval	SQUARE Air approves the external support where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

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

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. SQUARE Air 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 updated 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 separate scope brief.

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, crew imagery, 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, pilot 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, aviation awareness activation or large campaign logistics.

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Digital and Technology	Approved campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New charter launch, new service initiative, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional work can be planned through an agreed scope, clear ownership, delivery priorities and approved requirements as appropriate.

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 by campaign, its activation and review will follow client approval and agreed priorities.
active.

Campaign Readiness Area	Working Approach
Search and discovery	Intent led planning
Social and audience	Creative development
Campaign experiences	Landing page alignment
Qualified enquiries	Lead quality review
Review and reporting	Performance reviewed against mutually approved objectives

Campaign setup, measurement and tracking requirements will be scoped and confirmed before activation. Where a working configuration already exists, the team will review and reuse it where appropriate.

Campaign approval principle

Active campaigns begin only after SQUARE Air approval. All campaign execution remains within the agreed operating scope and approval process.

12. Governance, Approval and Performance Principles

SQUARE Air approval retained

- Operational information
- Sensitive aviation communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Passenger related sensitive content
- Additional external 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.

SQUARE Air responsibilities

- Timely approvals
- Accurate service information
- Operational validation
- Relevant pilot and team availability
- Site access
- Required platform access
- Internal coordination
- Passenger consent where applicable
- Approved external approvals

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

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved process, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising requirements, platform changes, service availability, service conditions, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, customers, leads, rankings, impressions, revenue or other business 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 SQUARE Air 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
- Customer journey insights
- Engagement information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

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

Aviation communication discipline

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

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

Confidentiality principle

SQUARE Air specific intelligence stays SQUARE Air specific.

14. Separate Technology Support

Where SQUARE Air 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 scope brief.

Potential areas of support

Capability	Aviation 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	Booking 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 SQUARE Air is coordinated communication between marketing and technology while maintaining clear commercial, operational and approval separation.

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15. Partnership Scope and Key Terms

Integrated Marketing, Brand and Growth Office Scope

Scope agreed through joint planning

The proposed operating model follows the recommended capabilities and team roles described in this proposal. Because priorities can evolve, the final working scope may be adapted by mutual agreement if SQUARE Air changes the agreed specialist roles or marketing priorities.

Relevant capabilities within the approved scope

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Editorial content and channel ready creative
- Design and campaign adaptations as approved
- Film capture and motion production
- Aircraft and service photography
- Responsive production subject to 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

Capabilities requiring separate approval

- Approved campaign operations
- Paid campaign coordination when approved
- Major ATL campaign planning
- Printed campaign coordination
- Relevant creator collaboration
- Approved specialist talent
- Venue and event coordination
- Field activation coordination
- Large event staffing planning
- Outdoor media coordination
- Specialist PR support when appropriate
- Sensitive communications support
- Studio rental and special production equipment
- Specialist production and crew coordination
- On location production support
- Ground activation production support
- Technology or software development by Leznit Software Corp.
- Other specialist requirements as agreed

Final working agreement

The final service agreement should confirm working cadence, handover timing, applicable permissions, external scope review, confidentiality, privacy and data access, intellectual property, review and approval responsibility, client dependencies, additional work, scope changes, platform dependencies, reasonable liability provisions, termination and handover.

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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 SQUARE Air 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 SQUARE Air'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 sets out Vynzo Media's proposed strategic, operational and service framework for SQUARE Air Limited, prepared for consideration from available research.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, service 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

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