



## NOTICE TO PROCEED

November 28, 2019

**MR. MINHO CHU**

President

MTree Co. Ltd.

2<sup>F</sup>. 3-8 Eonju-ro 125-gil, Gangnam-gu, Seoul

Dear **Mr. Chu**:

Notice is hereby given to **MTree Co. Ltd** that work may commence for the planning and implementation of the **“Branding Campaign in Korea via Online, Busan Out-of-Home (OOH) and Cable TV Advertising for the 2019-2020 Winter Season”** effective immediately after the receipt of this notice.

Upon receipt of this notice, you are responsible for performing the services under the terms and conditions of our approved contract for the execution of the above undertaking for three months from December 2019 to February 2020.

Please acknowledge receipt and acceptance of this notice by signing in the space provided below and email back to us the signed copy at [pdot@philippinetourism.co.kr](mailto:pdot@philippinetourism.co.kr) and [lily@philippinetourism.co.kr](mailto:lily@philippinetourism.co.kr).

Very truly yours,

**MARIA CORAZON JORDA-APO**

Tourism Director

Philippine Department of Tourism

Conforme:

CHU MINHO / CEO

MTree Co. Ltd.

Date: NOVEMBER 28, 2019.



Embassy of the Republic of the Philippines  
 Pasuguan ng Pilipinas  
 Seoul

**ACKNOWLEDGMENT**

EMBASSY OF THE PHILIPPINES)  
 CONSULAR SECTION ) S.S  
 SEOUL, SOUTH KOREA

BEFORE ME, **ELLA KARINA R. MITRA**, duly commissioned and qualified in Seoul on this date, 12/17/2019 (month/day/year), personally appeared the following person/s:

<i>Name</i>	<i>Passport #</i>	<i>Place of Issue</i>	<i>Date of Issue</i>
<b>MARIA CORAZON G. JORDA-APO</b>	<b>D0003989A</b>	<b>PE SEOUL</b>	<b>10/21/2019</b>

known to me to be the same person/s who executed the annexed instrument, and being informed by me of the contents of said instrument, acknowledged before me that he/she/they executed the same of his/her/their own free will and deed. The said party/parties, with two (2) instrumental witnesses, signed at the foot of the instrument which, together with annexes and acknowledgment consists of 6 pages.

As for the contents of the annexed document, the Embassy assumes no responsibility whatsoever.

IN WITNESS WHEREOF, I have hereunto set my hand on these presents and affixed hereon the seal of the Embassy of the Republic of the Philippines in Seoul, Republic of Korea, this date (month/day/year): 12/17/2019.



**ELLA KARINA R. MITRA**  
 Vice Consul

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**ANNEXED DOCUMENT:MEMORANDUM OF AGREEMENT MADE AND ENTERED INTO BY AND BETWEEN THE PHILIPPINE DEPARTMENT OF TOURISM REPRESENTED BY MARIA CORAZON JORDA-APO, AND MTREE INC.**

## MEMORANDUM OF AGREEMENT

### KNOW ALL MEN BY THESE PRESENT:

This Agreement made and entered into by and between:

The **PHILIPPINE DEPARTMENT OF TOURISM**, a government agency with official address at 351 Sen. Gil Puyat Ave., Makati City, Philippines represented herein by its Tourism Director in Korea, **MS. MARIA CORAZON JORDA-APO** and hereinafter referred to as "PDOT- KOREA";

- and -

**MTREE INC.**, a private corporation registered and existing under Korean laws, with postal address at the 2<sup>nd</sup> Floor, Eonju-ro 125 Gil, Gangnam-gu, Seoul represented herein by its CEO, **MIN HO CHU** and hereinafter referred to as "**MTREE**".

### WITNESSETH:

WHEREAS, the **PHILIPPINE DEPARTMENT OF TOURISM** is the primary planning, programming, coordinating, implementing and regulatory government agency in the development and promotion of the tourism industry, both domestic and international, in coordination with attached agencies and other government instrumentalities;

WHEREAS, in line with the PDOT-Korea's efforts to intensify Philippine Tourism promotions in Korea, PDOT-KOREA needed the services of a well-experienced professional company based in Korea engaged in the business of professional advertising to carry out a branding campaign via online ad, Busan LED and Cable TVC advertising for PDOT-Korea for 2019 to 2020 winter season .

WHEREAS, PDOT-Korea posted an invitation for proposals on November 19, 2019 at the PDOT-Korea website and information board of the Philippine Embassy in Seoul for the procurement of services of a well experienced advertising company based in South Korea to handle the above advertising requirement;

WHEREAS, PDOT-Korea also sent invitation for proposals via email to four (4) advertising agencies in Korea on November 19, 2019, namely Macon Company, MTREE, Performax and The Daham;

WHEREAS, upon conclusion of the bidding, only MTREE Inc. submitted a proposal which, upon evaluation of PDOT-Korea, it was established that MTREE's submissions were found to have met the requirements set in the Terms of

WHEREAS, the PDOT-Korea is hiring the services of MTREE to implement the branding campaign that will entail ad placements for three (3) months – December 1, 2019 until February 29, 2020 – thru major online ad platforms, OOH ad at central business district in Busan and popular cable TV channels in Korea.

WHEREAS, the campaign is aimed at 1) increasing awareness among the target market by repeatedly exposing and delivering the Philippine destinations information using various advertisement channels; 2) targeting free and independent travelers (FIT) and family travelers to increase demand for the Philippine products in preparation for the forthcoming winter and spring seasons and; 3) luring repeat travelers by providing them with various Philippine products at competitive prices.

NOW THEREFORE, in view of the foregoing premises, the mutual covenants and undertakings hereinafter provided, the Parties hereto have agreed, as follows;

**SCOPE OF WORK / DELIVERABLES**

Following are the services MTREE will provide based on agreed media plan;

A. **Online Advertising** in various portals/search engines such as Naver, Daum-Kakao and Skyscanner in PC and/or mobile platform.

B. **Busan LED Advertising** at central business districts in Busan such as KTX Busan Station and Samseong Building in Seomyeon.

C. **TVC Advertising** at popular cable TV channels such as MBC Drama, JTBC2 and Otvn.

Category	Media	Details
Online and OTAs	Naver	Rolling board_Basic
	Naver Mobile	Branding Banner_Basic
	KakaoMoemotion	KakaoStory Image Feed
	KakaoMoemotion	daum area exposure
	KakaoMoemotion	PC Kakao Talk Bottom Banner
	skycanner	banner
Busan LED	KTX Busan Station	Digital electronic display (#13 and #14) LED
	Samseong Building	Seomyeon, LED
TV	MBCdrama	"I live alone" and/or other programs with available spots on the specified ad schedule
	JTBC2	"Camping Club" and/or other programs with available spots on the specified ad schedule
	Otvn	"Samsiseki" and/or other programs with available spots on the specified ad schedule

**CAMPAIGN DURATION**

The branding campaign shall run from **DECEMBER 1, 2019 to FEBRUARY 29, 2020** or for a total of **three (3) months**

## OF THE PARTIES

### A. PDOT- KOREA

1. PDOT-Korea shall pay the amount of **KRW 231,300,000** (including VAT) for the campaign which will be paid to MTREE upon acceptance by PDOT-Korea of the terminal report to be submitted at the end of the campaign thru a certification that all deliverables of MTREE are met.

### B. MTREE

1. Shall handle all communications with online/viral advertising platforms and inform details to PDOT-Korea
2. Shall plan, develop, implement and supervise Online/OOH/TVC advertising placements for the whole campaign period in consultation with PDOT-Korea
3. Shall submit a terminal report including statistics of visitors and advertising results with supporting documents such as screen shots, copy of the ads, analysis of the results, and so on specified in the Channel List by the end of the campaign.

## MODE OF PAYMENT

Payment shall be made at the end of each month of the campaign equivalent to the advertisement placed for one (1) month after submission of invoice and partial report of results by MTREE, and after PDOT-KOREA has certified that all deliverables of MTREE are complete and in accordance with the agreement.

## MISCELLANEOUS PROVISIONS

1. If any of the provisions of this MOA is held enforceable, all remaining provisions shall remain in full force and effect.
2. This agreement contains the complete understanding of the parties relative to the herein mentioned project and may not be amended or modified except thru another instrument in writing duly executed by the Parties.

IN WITNESS WHEREOF, the parties have hereunto set their hands on this 28<sup>th</sup> day of November 2019 in Seoul, Korea.

**PHILIPPINE DEPARTMENT OF  
TOURISM - KOREA**

By Authority of the Secretary:



**MARIA CORAZON JORDA- APO**  
Tourism Director

**MTREE INC.**

By:

**MIN HO CHU**  
CEO



Signed in the presence of:

*libosada*

*lib*

**FUNDS AVAILABLE:**

LILIOSA B. LIBOSADA  
Senior Tourism Operations Officer



