

MARKETING ACTIVITIES AND PRICES

| Markets \ Options | CORE MARKETS | | | | OTHER MARKETS | | | |
|-------------------|--------------|-----------------|-----------------|------------|--|--|--|---|
| | CHINA | SOUTH EAST ASIA | SOUTH EAST ASIA | SOUTH ASIA | OTHER ASIA | LATIN AMERICA | EUROPE | OTHERS |
| | China | Vietnam | Korea | Thailand | <ul style="list-style-type: none"> Japan, Indonesia, Philippines Hong Kong, Macau, Taiwan, India, Pakistan, Sri Lanka, Bangladesh, Nepal | <ul style="list-style-type: none"> Brasil, Mexico, Colombia, Chile, Argentina | <ul style="list-style-type: none"> Western Europe Eastern Europe | <ul style="list-style-type: none"> Middle East Africa |

MEMBERSHIP
(raising awareness & brand exposure)

Primary: \$90/month
Secondary: \$125/month
Tertiary: \$180/month

- Listing your institution and courses on the English-version Choose New Zealand website (www.choosenewzealand.com).
- Online and Social Media marketing, plus newsletters to our agent database (5000+) to raise awareness of New Zealand.
- Exposure of your institution to all our agents and potential students, via different digital channels.
- Priorities your institution in our direct sales activities.
- Regular communication with members.

PREMIER MEMBER
(active individual promotion)

additional fee per market, on top of the membership fee

| | | | |
|--|--|--|---|
| \$500/month 3 market visits per year or \$2,500 per visit | \$350/month 2 market visits per year or \$2,500 per visit | \$350/month 2 market visits per year or \$2,500 per visit | \$350/month 2 market visit per year or \$2,500 per visit |
|--|--|--|---|

services when you select any core market

- Actively promoting your institution at all Fairs or Workshops, to agents, and to potential academic partners during market visits.
 - Helping communication problems with agents, students, or parents by our multi-lingual staff.
 - Promoting your institution via digital marketing including social media, video, webinar, etc.
 - Giving your students** additional support by our NZ based multi-lingual staff, and HOTLINE.
 - Giving your students** FREE membership of our “Love New Zealand Student Club”.
- (*coming soon ** if recruited through Choose New Zealand agents)

OPTIONAL MARKETING VISITS

- We will offer you the opportunity to join us on various visits to various markets from time to time. (Prices will vary)

Total Fee = Membership Fee + Premier Member Fee of the market(s) you select | **Select all 4 CORE markets and get 20% discount** | **Save 10% by paying annually**

• All prices plus GST
• All prices is based on at least one year’s contract commitment.
• Novo Education reserves the right to add, delete, or change any item if circumstances warrant.
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