

Standard Operating Procedure (SOP)

Title: Paperballad SDN BHD's SOP

SOP Version: 1.1

Date: 5th February 2024

1. **Objective** The objective of this SOP is to provide a standard operating procedure for Paperballad SDN. BHD., also referred to as Paperballad or The Company; Company. This SOP will ensure that all operations under Paperballad including content marketing efforts, UX, project handling, client handling, and any other related services under such activities. This SOP is to ensure a consistent and streamlined approach for all members of Paperballad to follow. That they are coordinated with other marketing channels, integrated with other departments, tailored to the needs of the company - Paperballad, and strictly adhered to the upper management's request.
2. **Scope** This SOP applies to all activities under Paperballad. This includes, but is not limited to: Conducting UX research & strategies, Managing client expectations & executing services, Creating content marketing plans & campaigns, Writing, designing, and editing content, Managing social media accounts, Measuring and optimizing results.
3. **Responsibility** The following individuals are responsible for following this SOP: • The UX strategist is responsible for conducting UX research, developing UX strategies, and managing social media accounts. • The content marketing manager is responsible for creating content marketing plans, writing, designing, managing, and editing content, and measuring and optimizing results. • All other employees who are involved in UX strategy or content marketing are responsible for following the procedures outlined in this SOP.
4. **Procedures** The following steps should be followed for all UX strategy and content marketing activities: Conduct UX & Content Marketing research. This involves gathering data about users, their needs, and their pain points. The research can be conducted through surveys, interviews, usability testing, and other methods. Develop a UX & Content Marketing strategy. This involves using the research results to develop a plan for improving the user experience of the company's products or services. The UX strategy should include specific goals, objectives, and initiatives. Create a content marketing plan. This involves developing a plan for creating and distributing content that will attract and engage users. The content marketing plan should include specific goals, objectives, and topics. Write, design, and edit content. This involves creating and editing content that is relevant, informative, and engaging. The content should be written in a clear and concise style and should be free of errors. Manage social media accounts. This involves creating and managing social media content and responding to comments and questions from users. The social media accounts should be used to promote the company's products or services, build relationships with users, and provide customer support. Measure and optimize results. This involves tracking the results of UX strategy and content marketing activities and using the data to improve future activities. The results can be measured through website analytics, social media analytics, and other methods. Cross-referencing compliance & ethics. Ensure all content adheres to ethical standards, copyright

regulations, and applicable laws. Clearly attribute sources and provide proper citations for any external content referenced.

4.1. SOP Creation and Maintenance The need for a new SOP or revision of an existing one is identified by Casimir Yong, CEO of Paperballad. The Process Owner is assigned to create or update the SOP. The Process Owner reviews existing procedures, gathers relevant information, and drafts the new or revised SOP. The draft SOP is reviewed by Casimir Yong, CEO of Paperballad for accuracy, clarity, and compliance. The Process Owner incorporates feedback and finalizes the SOP. The SOP is submitted to Casimir Yong, CEO of Paperballad for final approval. Once approved, the SOP is assigned a version number and effective date.

4.2. SOP Distribution and Training The approved SOP is stored in the designated Paperballad SOP repository. All relevant employees are notified of the new or updated SOP and provided access to the repository. Training sessions are conducted to ensure employees understand and can implement the procedures outlined in the SOP. New employees receive training on SOPs relevant to their roles during the onboarding process.

4.3. Implementing SOPs Employees follow the procedures outlined in the SOP for their respective tasks. Any deviations from the SOP must be documented and reported to the Process Owner or relevant management. If a deviation poses a risk or requires corrective action, the Process Owner initiates appropriate measures.

4.4. Review and Revision SOPs are reviewed at regular intervals, at least annually, to ensure accuracy and relevance. The Process Owner initiates updates to the SOP as needed. Changes to SOPs follow the same creation and approval process outlined in section 4.1. Document Control All SOPs are maintained in a centralized document management system with controlled access and version history.

This document serves as an official Statement of Purpose (SOP) to clarify and establish the ownership rights of any work product generated by employees of Paperballad. It is imperative to delineate and uphold the principle that any work created or developed by our employees, whether individually or collaboratively, during the course of their employment with Paperballad, shall remain the sole property of the company.

5. Ownership of Work Product:

All work product, including but not limited to intellectual property, inventions, designs, software code, documentation, research findings, creative content, and any other materials developed or produced by employees in the scope of their employment with Paperballad, shall be deemed the exclusive property of the company.

This ownership extends to all stages of development, whether conceptual, draft, interim, or final, and regardless of the medium in which the work product is created or stored.

Employees acknowledge and agree that any work product generated within the scope of their employment duties, whether during regular working hours or otherwise, shall be considered as work made for hire under applicable copyright laws, with Paperballad being the sole owner of all rights, titles, and interests therein.

In cases where applicable laws do not automatically confer ownership to Paperballad, employees hereby assign, transfer, and convey all rights, titles, and interests in the work product to the company, including but not limited to copyright, patent, trademark, and any other intellectual property rights.

Employees are required to promptly disclose and report any work product created during the course of their employment to the company, and to take all necessary steps to ensure that such work product is properly documented and identified as the property of Paperballad.

By adhering to this SOP, Paperballad aims to safeguard its intellectual property rights, foster innovation, and maintain its competitive edge in the marketplace.

6. Following CEO Instructions

6.1. Communication of CEO Instructions When the CEO issues instructions or directives, they will be communicated through verbal communication, WhatsApp, email, Slack, and other relevant channels as Paperballad progresses. Employees should regularly check these channels for updates and instructions from the CEO.

6.2. Understanding CEO Instructions Carefully read and understand the instructions provided by the CEO. If there is any ambiguity or uncertainty, seek clarification from the CEO of Paperballad. For complex or critical instructions, the CEO may conduct a town hall or virtual meeting to provide further context.

6.3. Acknowledging Receipt Upon receiving CEO instructions, employees should acknowledge their receipt by stating forms of acknowledgment that are bound by the company culture: politeness (defined in the terms of saying, please, thank you, etc.) after every engagement. This applies to all communication channels such as replying to the email and confirming through the digital platform of chosen communication respectfully. This acknowledgment serves as confirmation that the instruction has been received and understood.

6.4. Prioritisation and Implementation Assess the priority level of CEO instructions to determine their urgency and impact on ongoing tasks and projects. If the instruction requires immediate action, allocate necessary resources and adjust schedules accordingly to implement the instruction promptly. If the instruction conflicts with existing priorities or poses challenges, communicate this to your immediate supervisor along with recommended solutions.

6.5. Reporting Progress and Completion As employees work on implementing CEO instructions, they should provide regular updates on progress to their immediate supervisors or relevant stakeholders. Once the instruction is fully implemented or the task is completed, report back to the CEO or designated point of contact with a summary of actions taken and outcomes achieved.

6.6. Documenting Deviations or Challenges In cases where following CEO instructions is not feasible due to unforeseen challenges or conflicting priorities, document the reasons for deviation and the steps taken to mitigate the impact. Include the following recommendations

for solving the problem to be addressed with the CEO for further consideration and feedback. Communicate these deviations to the CEO or designated point of contact along with suggested alternative approaches.

6.7. Feedback and Continuous Improvement If the CEO provides constructive feedback based on your experience during implementation involving changes to existing processes, workflows, or strategies, take it without a personal agenda and work on improvement areas. This feedback can be used to refine future instructions and improve the overall effectiveness of communication.

7. Following Communication SOPs

Team to start conversations with “Hi, Dear, Hello, Good morning, Good afternoon, Good evening”. And end conversations with any form of “Thank you”.

7.1. Timeliness of Responses Respond to team communications, messages, and requests in a timely manner, considering the urgency and importance of the message. If an immediate response is not possible, acknowledge receipt and provide an estimated timeframe for a more detailed response.

7.2. Clear and Concise Communication Use clear and concise language in written and verbal communication to avoid misunderstandings. Provide necessary context and details when sharing information to ensure others understand the message's purpose and relevance.

7.3. Sharing Updates and Progress Regularly update team members on the progress of tasks, projects, and assignments using the designated communication channels. Share updates on completed milestones, challenges faced, and any adjustments made to timelines or strategies.

7.4. Collaboration and Feedback Encourage open communication by soliciting input, ideas, and feedback from team members. Respectfully engage in discussions and consider diverse perspectives to enhance decision-making and problem-solving.

7.5. Meetings and Discussions Schedule and conduct regular team meetings to discuss ongoing projects, address challenges, and align on goals. Set clear agendas for meetings and allocate appropriate time for discussion, brainstorming, and decision-making.

7.6. Documentation Document important decisions, action items, and key takeaways from meetings and discussions. Store documentation in a centralized location accessible to all team members for reference.

7.7. Confidentiality and Privacy Safeguarding confidential information, respecting privacy, and protecting intellectual property are foundational principles that the employees in Paperballad must uphold. Adhering to these principles ensures the company's reputation, legal compliance, and the preservation of proprietary assets. Respect the confidentiality of sensitive information shared within the team. Ensure that only authorized team members have access to confidential materials or discussions.

7.7.1 Confidential Information Protection

Definition of Confidential Information: Understand and clearly define what constitutes confidential information within the company. This includes financial data, business strategies, client details, upcoming product launches, and any non-public information.

Access Control: Limit access to confidential information to authorized personnel only. Maintain robust access controls, ensuring that sensitive data is accessible on a need-to-know basis.

Non-Disclosure Agreements (NDAs): Implement NDAs when collaborating with external partners, vendors, or clients who might gain access to proprietary information. Ensure NDAs are comprehensive and legally sound.

Secure Storage: Store confidential documents and data in secure digital platforms or physical locations with restricted access. Utilize encryption and other security measures to prevent unauthorized access.

7.7.2 Privacy Compliance

Data Protection Laws: Familiarize yourself with relevant data protection laws, such as GDPR, CCPA, and others applicable to your region or target audience. Ensure marketing activities adhere to these laws.

Consent and Opt-Out: Obtain explicit consent from individuals before collecting and using their personal data. Provide clear opt-out mechanisms for marketing communications to respect privacy choices.

Transparent Practices: Clearly communicate your data collection practices, usage, and storage methods to customers. Transparency builds trust and showcases commitment to data privacy.

7.7.3 Intellectual Property Protection

Ownership Clarification: Ensure clarity on ownership of intellectual property created by the marketing team. Clearly define ownership rights in contracts, particularly for creative content and innovative ideas.

Trademark Usage: Adhere to trademark usage guidelines to protect the company's brand identity. Properly display trademarks and avoid using trademarks owned by others without proper authorization.

Attribution and Credit: Give appropriate credit to creators of content, graphics, or other assets used in marketing campaigns. Respect the contributions of both internal and external collaborators.

7.7.4 Third-Party Content and Licensing

License Compliance: When using third-party content such as images, videos, or music, ensure proper licensing and usage rights. Unauthorized use of copyrighted material can lead to legal consequences.

Contractual Agreements: When partnering with external vendors or agencies, clearly define intellectual property ownership and usage rights in contractual agreements. Specify terms for content creation, usage, and modifications.

7.7.5 Training and Awareness

Employee Education: Provide regular training sessions to your marketing team regarding confidentiality, privacy practices, and intellectual property rights. Ensure everyone is well-informed and aligned.

Legal Counsel Consultation: Consult legal experts when handling matters related to intellectual property, privacy, and confidentiality. Seek their guidance to ensure compliance with laws and regulations.

Commitment to confidentiality, privacy, and intellectual property protection not only safeguards the company's assets but also demonstrates ethical responsibility and fosters trust with clients, partners, and stakeholders.

7.8. Addressing Conflicts and Issues If conflicts arise, address them promptly and professionally through private discussions or designated conflict resolution procedures. Escalate conflicts to team leads or management if a resolution cannot be achieved within the team.

8. Client Onboarding Process

8.1. Pre-Onboarding Phase

The Sales Team hands over the client's information, contract, and requirements to the Account Manager.

The Account Manager schedules an initial onboarding call or meeting with the client to introduce themselves, outline the process, and set expectations.

8.2. Information Gathering

The Account Manager sends a comprehensive questionnaire or information request to the client to gather essential details about their goals, preferences, and specific needs.

The client provides the required information promptly.

8.3. Onboarding Meeting

The Account Manager conducts an in-depth onboarding meeting with the client to discuss goals, expectations, and project details.

The Account Manager presents the proposed plan or strategy based on the client's requirements.

Clarify any questions or concerns the client may have during this meeting.

8.4. Agreement and Timeline

The Account Manager reviews the project agreement, scope, and timelines with the client.

The client signs off on the agreement and confirms their commitment.

8.5. Team Introduction

The Account Manager introduces the client to the team members who will be working on their project.

The team members provide brief introductions, highlighting their roles and areas of expertise.

8.6. Kickoff and Planning

The team and client collaborate to establish a detailed project plan, including milestones, deliverables, and timelines.

Clarify roles, responsibilities, and communication channels for the project.

8.7. Regular Check-ins

Schedule regular check-in meetings with the client to review progress, address concerns, and maintain communication.

Adjust the project plan as needed based on feedback and developments.

8.8. Training and Support

Provide necessary training sessions to the client if required, ensuring they understand how to interact with tools, platforms, or products.

Offer ongoing support and assistance as the client becomes familiar with the project.

8.9. Documentation

The Account Manager maintains a detailed record of all client communications, decisions, and project-related documents.

Document milestones achieved, challenges faced, and solutions implemented.

8.10. Project Completion

Upon project completion, conduct a final meeting to review the outcomes and gather feedback from the client.

Address any outstanding items, ensure client satisfaction, and discuss potential future collaboration.

9. Consequences of Non-Compliance Failure to follow SOP or CEO instructions may result in performance review discussions, corrective actions, escalation to higher management, and termination.

9.1 Any violation of this SOP may result in disciplinary action, including termination of employment, and may also lead to legal proceedings to enforce the company's rights to the fullest extent permitted by law.

9.2 Employees are required to sign an acknowledgment and agreement confirming their understanding and acceptance of this SOP upon commencement of their employment with Paperballad and such acknowledgment shall be binding throughout the duration of their employment and thereafter.

9.3 This SOP shall remain in full force and effect until modified or terminated in writing by authorized representatives of Paperballad.

8. Revision History

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11. Appendices

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12. Approvals This SOP has been approved by the following individuals:

Casimir Yong, CEO of Paperballad SDN. BHD.

A handwritten signature in black ink, appearing to read 'Casimir Yong', with a stylized flourish at the end.