



SDGS PASS Memorandum of Understanding (MOU) for International Brand Partners

This Memorandum of Understanding (hereinafter referred to as “this MOU”) is entered into on _____ by and between:

Party A: _____ (Name of Brand / Company)

Business Registration No.: _____

Country of Incorporation: _____

Address: _____

Authorized Representative: _____

Title: _____

Party B: EMJ.LIFE Holdings Pte. Ltd. (hereinafter referred to as “this EMJ.LIFE”)

Represented by: CEO Anderson Yu

Designated Unit: SDGS PASS Global Engagement Office WHEREAS both parties recognize the importance of sustainable development, stakeholder engagement, and ESG-aligned brand actions, and desire to establish a cooperative relationship in line with the United Nations Sustainable Development Goals (SDGs), the parties hereby agree as follows:

1. Purpose of Cooperation

1.1 This MOU aims to establish a strategic collaboration using the SDGS PASS platform to facilitate public engagement, enhance ESG performance communication, and support consumer-facing sustainable actions.

1.2 Both parties seek to jointly promote measurable sustainability participation, converting user behavior into data-based contributions aligned with global ESG frameworks.

2. Scope of Cooperation

2.1 Party B shall provide the SDGS PASS platform and system integration support to Party A, including event-based missions, participation tracking, and redemption mechanisms.

2.2 Party A may onboard branded products, services, or campaigns into the SDGS PASS ecosystem as items available for point redemption or as part of sustainable action initiatives.



2.3 Both parties may co-develop custom missions, global campaigns, or localized engagement programs with agreed impact goals and deliverables.

3. Disclosure and Recognition

3.1 Party A authorizes Party B to publicly list Party A as an official SDGS PASS brand partner and disclose non-sensitive cooperation outcomes (e.g., impact metrics, campaign highlights) for ESG communication and public education purposes.

3.2 Co-branding or media collaborations under this partnership must be mutually agreed upon in writing.

4. Term and Renewal

4.1 This MOU shall be effective upon signing and remain valid for one (1) year.

4.2 Unless terminated in writing by either party, the MOU shall automatically renew on an annual basis.

4.3 This document is a statement of intent and shall not be legally binding. Specific project terms may be established through separate agreements.

5. Miscellaneous

5.1 Amendments to this MOU must be made in writing and approved by both parties.

5.2 Either party may execute this MOU by electronic signature or official company seal, both of which shall be valid and binding.

IN WITNESS WHEREOF, the parties have executed this MOU as of the date first written above:

Party A (International Brand):

Signature: _____

Title: _____

Date: _____

Party B (EMJ.LIFE):

Signature: _____

Title: _____

Date: _____