

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
 BRAND : PLDT HOME
 PROJECT: : PLDT Home New Fiber Plans FB Materials
 CE. NO. : PLDT-HOME-2023-0012
 DATE : 29 March 2023

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	VAT	TOTAL
I CREATIVE DEVELOPMENT Duration: March-April 2023 Seven (7) Animated Facebook posts	175,000.00	21,000.00	196,000.00
II Account Management & Client Servicing Fee	35,000.00	4,200.00	39,200.00
SUB TOTAL	210,000.00	25,200.00	235,200.00
GRAND TOTAL	210,000.00	25,200.00	235,200.00

TERMS :

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty five (45) days after the due date.

SUBMITTED BY: MIG SEVILLA Account Director	PREPARED BY: MIG SEVILLA Account Director	VERIFIED BY: Lalyn Morete Senior Finance Analyst
NOTED BY: Diane Chua Managing Director		
APPROVED BY: Mabie O. Encarnacion Digital Marketing Manager	APPROVED BY: Ana May C. Jover Head of Brand Equity Management	APPROVED BY: Eason G. de Guzman Brand Equity Management Executive
APPROVED BY: Ma. Zelinda P. Borromeo Head of A&P Marketing		