

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : LG ELECTRONICS PHILIPPINES, INC.
 BRAND : LG
 PROJECT : LG Digital Retainer February-December 2025
 CE. NO. : LG -2025-0001
 DATE : 06 February 2025

6/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888


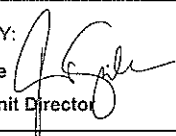
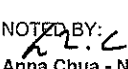
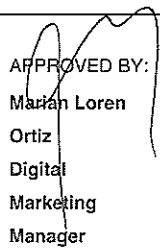
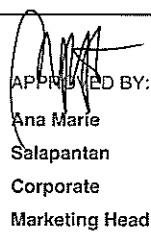
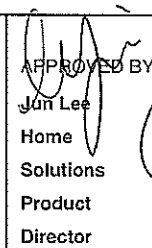
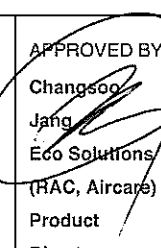

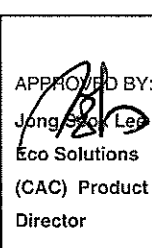

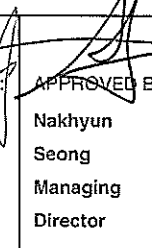
SERVICE	NET	VAT	TOTAL
I Community Management	2,227,500.00	267,300.00	2,494,800.00
<ul style="list-style-type: none"> - Php 202,500.00 per month x 11 months - 2 Community Managers, 9AM-7PM, inclusive of weekends and holidays: 1 weekday CM & 1 weekend/holiday CM - 6 social media platforms: LG Global (PH page) Facebook, LG Air Solutions Facebook, LG Commercial Laundry Facebook, LG PH Instagram, LG PH TikTok, LG PH YouTube - Content publishing of approx.36 posts per month, and 2 UGC reposts per month - Responding to comments. Response framework and spiel copy to be cascaded from social media guidelines from client. - For the following platforms: <ol style="list-style-type: none"> 1. FB comments 2. IG DMs 3. TikTok comments 4. TikTok DMs - Inclusive of daily pre-EOD status and escalations - Not inclusive of crisis management execution or monitoring - Tool to be used: Brandwatch 			
II Social Media Content Development	4,230,842.00	507,701.04	4,738,543.04
<ul style="list-style-type: none"> - Php 384,622.00 per month x 11 months i. Social Media Content Calendars - Duration: 11 months (1 year). - Max. of 6 social media platforms (e.g. Facebook, Instagram, TikTok, YouTube) per month. ii. Static Posts - 18 posts per month x 11 months iii. Dynamic Posts - GIFs - 4 posts per month x 11 month iv. Dynamic Posts - Shortform Vertical Videos - 14 videos per month x 11 months - Inclusive of simple shoot production. - Raw footage may also be provided by client. - Max. of 1 shoot day per month, on LG premises. - Not yet inclusive of transportation or logistics fees to shoot venues beyond LG premises, permit expenses for shoot locations, etc. 			
III Stock Photos	17,641.00	2,116.92	19,757.92
<ul style="list-style-type: none"> - 1-time annual fee equivalent to Php 1,603.73 per month x 11 months - 10 stock image downloads per month. - For use in static social posts. 			

IV	Social Media Performance Reports - Php 107,066.67 per month x 11 months - 1 x Monthly Report x 11 months - 7 x Ad Hoc/Campaign Reports - 1 x Annual Report	1,177,733.33	141,328.00	1,319,061.33
V	Digital Dashboard Setup - One-time setup with equivalent cost of Php 56,700.00 per month x 11 months - Client access for social media performance and influencer reports - Initial setup of dashboards - Monthly access fee - Inclusive of 100 "tokens"	645,700.00	77,484.00	723,184.00
VI	e-CRM co- Management in Salesforce - Php 129,000.00 per month x 11 months - 2 EDM creatives per month x 11 months - 2 EDM blasts per month x 11 months - 1 monthly EDM report, covering 2 EDMs per month	1,419,000.00	170,280.00	1,589,280.00
	SUB TOTAL	9,718,416.33	1,166,209.96	10,884,626.29
	GRAND TOTAL	9,718,416.33	1,166,209.96	10,884,626.29

TERMS :

45 days

Agency to send billing to Client on a monthly basis @ Php883,492.39 (exclusive of VAT) per month x 11 months, for a total of Php9,718,416.33(exclusive of VAT).

PREPARED BY:  Joseph Benjamin M. de Joya Digital Business Lead		VERIFIED BY:  Diane Capile Business Unit Director	
NOTED BY:  Anna Chua - Norbert Managing Director			
APPROVED BY:  Marian Loren Ortiz Digital Marketing Manager	APPROVED BY:  Ana Marie Salapantan Corporate Marketing Head	APPROVED BY:  Jun Lee Home Solutions Product Director	APPROVED BY:  Changsoo Jang Eco Solutions (RAC, Aircare) Product Director
APPROVED BY:  Yongwoo Park Media Solutions Product Director	APPROVED BY:  Jong Seok Lee Eco Solutions (CAC) Product Director	APPROVED BY:  Hong Seok Chang Chief Finance Officer	APPROVED BY:  Nakhyun Seong Managing Director